



April 7, 2014

EA Makes History as Bruce Lee Steps Into the Octagon for the First Time With EA SPORTS UFC Launching June 17

"The Father of Mixed Martial Arts" is Playable as an Unlockable Fighter or Fans can Pre-order Today to Get Instant Day-One Access*

REDWOOD CITY, Calif.--(BUSINESS WIRE)-- Electronic Arts Inc. (NASDAQ: EA) and the Ultimate Fighting Championship (UFC®) announced today that Bruce Lee, "The Father of Mixed Martial Arts", will make his historic first step into the Octagon® in *EA SPORTS™ UFC* launching June 17, 2014. Fans can pre-order today to get instant day-one access to Bruce, or they can complete the game's career mode at Pro difficulty to unlock him. Players can fight with the legend across four different weight classes and test his legacy against the best of the best in the UFC. To see Bruce Lee realized in game, watch the [EA SPORTS UFC Gameplay Series: Bruce Lee Reveal](#), the first cinematic trailer from *EA SPORTS UFC* that was released today. For more information on the Bruce Lee pre-order offer, please visit <http://o.ea.com/20562>.



Bruce Lee in *EA SPORTS UFC* launching June 17, 2014 (Photo: Business Wire) place in 1993."

"I am so excited about this opportunity to bring my father back to videogames!" said Shannon Lee, Bruce Lee's daughter, CEO of Bruce Lee, LLC and Chairperson of the Bruce Lee Foundation. "I'm thrilled that fans can now interact with him in a new way. The *EA SPORTS UFC* development team has been incredible to work with, and they've done a great job capturing the look and feel of my father. I think people will love getting a chance to fulfill a fight fantasy by playing Bruce Lee in the new UFC game."

"There's no debate, Bruce Lee is the father of mixed martial arts," said Dana White, UFC President. "He believed not one style of fighting was the best and that you had to have a little piece of everything to be a complete fighter. He was proven right when the first UFC event took

"It has always been part of our vision to have Bruce Lee, the most iconic martial artist of all time, in the first ever *EA SPORTS UFC*," said Brian Hayes, Creative Director, EA. "The team is very excited and tremendously honored to have the privilege of bringing Bruce Lee to life in our game. We've been working closely with the Bruce Lee team to ensure we represent the legend with as much visual and gameplay fidelity as possible."

Powered by *EA SPORTS IGNITE* technology, *EA SPORTS UFC* is built from the ground up exclusively for Gen 4 platforms, *EA SPORTS UFC* captures the human athleticism, physiology and emotion of the athlete like nothing before it. Step into the Octagon® and *Feel the Fight* with every strike, takedown and submission.

Assets:

To download assets, please visit the EA press site at <http://info.ea.com>. Visit the [EA SPORTS UFC](#) website for more details.

EA SPORTS UFC is in development at EA Canada in Vancouver and will be available for Xbox One and PlayStation®4 consoles. The game has not yet been rated the ESRB and PEGI; visit www.esrb.org and www.pegi.info for more information. Become a fan of *EA SPORTS UFC* on Facebook at <http://www.facebook.com/easportsufc> and follow us on Twitter via <http://www.twitter.com/easportsufc>.

EA SPORTS is one of the leading sports entertainment brands in the world, with top-selling videogame franchises, award-winning interactive technology, fan programs and cross-platform digital experiences. EA SPORTS creates connected experiences that ignite the emotion of sports through industry-leading sports videogames, including Madden NFL football, EA SPORTS FIFA, NHL® hockey, NBA LIVE basketball, NCAA® Football, PGA TOUR® golf, SSX™ and EA SPORTS UFC. For more information about EA SPORTS, including news, video, blogs, forums and game apps, please visit www.easports.com.

*Conditions apply. Visit <http://o.ea.com/20562> for details

About the Ultimate Fighting Championship®

Owned and operated by Zuffa, LLC, the Ultimate Fighting Championship (UFC®) is the premier mixed martial arts (MMA) organization and largest pay-per-view event provider in the world. Headquartered in Las Vegas with offices in London, Toronto, Beijing, Singapore and Sao Paulo, UFC produces more than 40 live events annually that consistently sell out some of the most prestigious arenas around the globe. UFC programming is broadcast in over 145 countries to 800+ million TV households worldwide in 28 different languages. The UFC has a multi-year broadcast agreement with FOX in the U.S., which annually includes four live events broadcast on the FOX network, as well as *The Ultimate Fighter*® reality television show and thousands of hours of programming on FOX Sports 1 and FOX Sports 2. In 2014, UFC launched *UFC FIGHT PASS*™, a digital subscription service with exclusive live events, thousands of fights on-demand and original content. The UFC organization also licenses over 100 *UFC GYM*® locations, and owns *UFC.TV*® (offering live event broadcasts and video on-demand around the world), *UFC FIT*™ (an at-home fitness and nutrition program), *UFC Magazine*, and has a videogame franchise with EA SPORTS, *UFC Fight Club*®, *UFC Fan Expo*®, *Octagon*™ branded apparel, bestselling DVDs and Blu-rays and Topps Trading Cards. For more information, visit www.UFC.com and follow UFC at www.Facebook.com/UFC and on Twitter and Instagram: @UFC.

About Electronic Arts

Electronic Arts (NASDAQ: EA) is a global leader in digital interactive entertainment. The Company delivers games, content and online services for Internet-connected consoles, personal computers, mobile phones and tablets. EA has more than 300 million registered players in over 200 countries.

In fiscal year 2013, EA posted GAAP net revenue of \$3.8 billion. Headquartered in Redwood City, California, EA is recognized for a portfolio of critically acclaimed, high-quality blockbuster brands such as The Sims™, Madden NFL, EA SPORTS™ FIFA, Need for Speed™, Battlefield™ and Mass Effect™. More information about EA is available at www.ea.com/news.

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Photos/Multimedia Gallery Available: <http://www.businesswire.com/multimedia/home/20140407005601/en/>

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Source: Electronic Arts Inc.

News Provided by Acquire Media