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EA SPORTS 2014 FIFA World Cup Brazil™ on Shelves Today in North America

Fans Can Now Experience All The Fun, Excitement, And Drama Of Football's Greatest Event

REDWOOD CITY, Calif.--(BUSINESS WIRE)-- Electronic Arts Inc. (NASDAQ: EA) today unveiled their most immersive EA SPORTS™ tournament title ever, [EA SPORTS™ 2014 FIFA World Cup Brazil™](#), now available in stores throughout North America. Complete with 11 Game Modes, 21 new stadiums, 7,469 players, 203 National Teams sanctioned by FIFA®, and one hundred new football animations, [EA SPORTS 2014 FIFA World Cup](#) is now available for Xbox 360® games and entertainment system from Microsoft, and for PlayStation®3 computer entertainment system.

Gameplay innovations and new features make *EA SPORTS 2014 FIFA World Cup Brazil* authentic to the tournament experience. All new in-mode training session, **adidas® micoach Training** allows fans to improve player attributes as the tournament progresses by competing in 18 different drills that can enhance everything from pace to shooting. **New Penalty Kicks** and **Set Piece Tactics** change the way the game is played from dead ball situations. Penalty Kicks feel dramatic and rewarding with new save animations, shot tuning, and **Goalkeeper Antics**, while **Set Piece Tactics** put fans in control of the runs their teammates take by using the directional pad and choosing one of four preset plays. Other innovations to the franchise's award-winning* gameplay includes improvements made to passing, dribbling, and player movement that were implemented to showcase the world class talent that will be on display at the 2014 FIFA World Cup™.

"This summer's tournament in Brazil promises to be one of the most colorful and exciting FIFA World Cups we've ever seen," said Mat Prior, Lead Producer, *EA SPORTS 2014 FIFA World Cup*. "The game we've created will give fans a chance to feel the excitement, drama, and flare of the tournament whether they choose to play offline against friends or online against people from all over the world."

A new design feature **Patriotic Presentation** implements newly-rendered 3D crowds, cut scenes from celebrations all over the world, and hundreds of flags and banners to bring the sights and sounds of Brazil directly to fans' homes. Commentary in nine languages, a new soundtrack with 34 tracks, and **EA SPORTS Talk Radio**** highlight a fully featured audio package to help shape the theme and narrative of the tournament. EA SPORTS Talk Radio, featuring Ian Darke and Andy Goldstein, or Roger Bennett and Michael Davies (Men in Blazers), is available in **Road to the FIFA World Cup™** and **Captain your Country**, contains over 50 hours of recorded content to stay up to date on all the action.

EA SPORTS Football Club will make it easy for fans of the franchise to continue their experience by making members' existing XP and Football Club Credits available to use in the catalogue of *EA SPORTS 2014 FIFA World Cup*. The EA SPORTS Football Club Catalogue will be stocked with new and exciting tournament content like Historic FIFA World Cup™ Kits, new celebrations, adidas® footballs, an EA SPORTS FIFA Classic XI team, an adidas® All-Star team, and many other items. For more information and to buy the game, fans can visit <http://www.easports.com/2014-fifa-world-cup/buy>.

To learn more about features and modes, download the product fact sheet [here](#).

Assets:

To view trailers and learn more about the game, visit: <http://youtube.com/easportsfifa>.

Download the official box art and other assets: [here](#).

Visit the website for more details: <http://easports.com/2014FIFAWorldCup>.

Join the conversation at <http://www.facebook.com/easportsfifa> and follow us on Twitter [@easportsfifa](#).

EA SPORTS 2014 FIFA World Cup Brazil was developed at EA Canada in Vancouver and is available for the PlayStation 3 and Xbox 360 consoles. The game is rated E for Everyone by the ESRB and PEGI 3 by PEGI; visit www.esrb.org and www.pegi.info for more information.

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.

*The FIFA franchise has won over 250 videogame awards since 2010 on HD consoles

** This feature is only available in versions with an English option.

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/20140415005555/en/>

Electronic Arts Inc.
Paul Marr, 604-456-1753
Sr. Communications Manager
pmarr@ea.com
Shirley Chu, 604-456-5267
Communications Manager
shirleyc@ea.com

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