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Free-to-Play PC Game EA SPORTS FIFA World Kicks-off Global Open Beta

Award-Winning FIFA Gameplay Complemented By New Modes And Innovations

REDWOOD CITY, Calif.--(BUSINESS WIRE)-- Electronic Arts Inc. (NASDAQ: EA) today announced that [EA SPORTS™ FIFA World](#), a new free-to-play* game for PC, is entering a Global Open Beta supporting nine languages.

Created by the award-winning development team at EA Canada, *EA SPORTS FIFA World* is designed to be easy to pick up and play for all fans. Featuring the award-winning** *EA SPORTS FIFA HD* console gameplay, *FIFA Ultimate Team*, and a host of new features, the game delivers a fun and immersive football experience that is synonymous with the FIFA franchise.

"By bringing the FIFA franchise to the PC platform as a free-to-play game, we give millions of new fans their chance to experience the authentic FIFA experience, with award-winning gameplay and licensed leagues," said Producer Alex Grimbley. "At the same time, existing FIFA fans now have a new way to enjoy the game they already love, with fresh daily content and the ability to play on almost any PC."

With over 16,000 players and 600 clubs from over 30 officially licensed leagues, fans have access to their favorite footballers as they compete in both online and single player modes. Now *EA SPORTS FIFA World* is available in English, German, French, Russian, Spanish, Mexican Spanish, Brazilian Portuguese, Polish and Turkish.

"After four Closed Beta sessions and a limited Open Beta, where we saw over 1.5 million fans register to play, we're very excited to now open the game to football fans from all over the world," said Producer Alex Grimbley. "This is a great opportunity for fans to influence the development of our new game, and the feedback we've gotten so far has been absolutely instrumental in shaping our features and services."

To complement **Seasons**, a game mode that allows fans to compete for promotion through 10 divisions, a number of new features have been added through the Limited Open Beta. **Accomplishments** is designed specifically for *FIFA World* to reward fans for completing dynamic tasks, based on scenarios from the real world football. In **Tournaments**, fans challenge AI-controlled clubs and National Teams to progress through a bracket on their way to lifting the cup and earning rewards. **Match Invites** give fans an opportunity to challenge their friends online for the ultimate bragging rights.

The **Social Hub** is the center of *FIFA World* where fans can share, like and comment on game content with their friends. With new content such as **Featured Tournaments** and **Limited Time Accomplishments** updated throughout each week, and a real time **Transfer Market** where fans can manage their in-game items, *FIFA World* is truly a live game. Built to be enjoyed on average spec laptop computer or desktop personal computers, fans with a broadband internet connection can now play a fun, free, and authentic football game.

Fans can start building their clubs in *EA SPORTS FIFA World* for free* by registering [here](#).

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

Assets:

To view the trailer visit: <http://youtu.be/nBW6z9ylyyl>

Download screenshots, banners and other assets: [here](#).

Visit the website for more details: <http://www.easportsfifaworld.com/>

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

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, *FIFA*, *NHL*® hockey, *NBA LIVE* basketball, *NCAA*® Football, *PGA TOUR*® golf, *S S X*™ and *EA SPORTS UFC*®. For more information about EA SPORTS, including news, video, blogs, forums and game apps, please visit www.easports.com.

* Requires persistent internet connection, Origin account, EULA acceptance and installation of Origin Client Software. Must be 14+ to participate.

** Winner of over 300 game quality awards on the current generation of consoles.

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 2014, EA posted GAAP net revenue of \$3.6 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*, *Battlefield*™, *Dragon Age*™ and *Plants vs. Zombies*™. 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/20140520005911/en/>

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