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Step Into the Octagon With EA SPORTS UFC in Stores Now

USA Today Calls EA SPORTS UFC "A Stunning Next Generation Video Game"

Free Roster Updates Post-Launch Will Include New Fighters

REDWOOD CITY, Calif.--(BUSINESS WIRE)-- Electronic Arts Inc. (NASDAQ:EA) today announced that *EA SPORTS™ UFC* is now available at retail stores throughout North America and will be in stores June 20 in Europe for Xbox One, the all-in-one games and entertainment system from Microsoft and PlayStation® 4 computer entertainment system. Heralded by USA Today as a "must buy" and credited for "setting the standard for next generation fighting games" by Sports Illustrated, *EA SPORTS UFC* is built from the ground up exclusively for the new consoles and captures the human athleticism, physiology and emotion of the athlete like nothing before it. To make sure the game stays connected to the sport, post-launch, players will receive free roster updates, which includes the addition of new and upcoming fighters.

EA SPORTS UFC re-writes history by making Bruce Lee, the "Father of Mixed Martial Arts," an unlockable fighter in the game. When fans beat career mode on pro difficulty or higher, they will unlock the legend and can test his legacy against the best of the best in the UFC across four different weight classes.

"The UFC is the first new major sports league partnership for EA SPORTS in over a decade and from day one, our team was committed to creating the first next generation sports game," Dean Richards, General Manager, *EA SPORTS UFC*. "We aimed to capture almost every detail of the sport, from the way the fighters look to how they move to how they fight in the Octagon. I couldn't be more proud of the final product and can't wait for our fans to get their hands on it."

"It was a huge day for the UFC and for fight fans when we signed our partnership with Electronic Arts two years ago," Dana White, President, UFC. "Now people all around the world will be able to experience our sport through a whole new generation of videogames. *EA SPORTS UFC* looks incredible and we are extremely excited for people to see and play the game."

Powered by EA SPORTS IGNITE technology, *EA SPORTS UFC* brings to life the action, emotion and intensity inside the Octagon®. The next-generation of True Player Motion not only showcases the diverse, powerful and fluid of attacks of elite mixed martial artists through Precision Movement, Dynamic Striking and Strategic Submission Battles, but also brings the combatants to life with Full Body Deformation and Real-Time Exertion. The simulation of Human Intelligence takes leaps forward with the strategic and adaptive MMAi system and is expressed through the most realistic characters ever created in a sports game.

Assets:

To download the updated *EA SPORTS UFC* fact sheet and assets, please visit the EA press site at <http://info.ea.com>.

EA SPORTS UFC is in development at EA Canada in Vancouver. The game is rated T by the ESRB and PEGI 16; 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, PGA TOUR® golf, SSX™ and SPORTS UFC. For more information about EA SPORTS, including news, video, blogs, forums and game apps, please visit www.easports.com.

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, the UFC produces more than 40 live events annually that have sold out some of the biggest arenas and stadiums across 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 includes four live events broadcast on the FOX network annually, *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. UFC also owns over 100 UFC GYM[®] locations, [UFC.TV](#) (offering live event broadcasts and video on-demand around the world), UFC FIT[™] (an i-home fitness and nutrition program), UFC 360 (the internationally distributed magazine), a videogame franchise with EA SPORTS, best-selling DVDs and Blu-rays, UFC Fight Club[®], UFC Fan Expo[®], Octagon[™] branded apparel and Topps Trading Cards. For more information, visit www.UFC.com and follow UFC at www.Facebook.com/UFC and Twitter: [@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 around the world.

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 [here](http://www.ea.com/news).

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