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EA SPORTS FIFA World to Launch a New Game Engine Later This Year

Improved Gameplay To Bring A New Level Of Authenticity To Free-To-Play Sports

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 set to launch a new game engine that will give fans an even better, more realistic, football experience. By removing the barriers of having access to a console or a high powered PC, *EA SPORTS FIFA World* brings the FIFA experience to more gaming and football fans around the globe. Available in 9 languages, fans with an average spec laptop or desktop PC and a broadband Internet connection can play a fun, free*, authentic football game, driven by live content and featuring real players and real clubs from over 30 officially licensed leagues.



EA SPORTS FIFA World Beta (Photo: Business Wire)

Since being announced at Gamescom 2013, *EA SPORTS FIFA World* has seen more than 3.5 million registrations from over 180 countries register to play the Beta, with over 45 million total matches played. Based on fan feedback, over 20 major updates have been made to the game, including gamepad and keyboard-only controls, as well as Accomplishments - a new feature that captures compelling storylines from the real world of football as they happen, challenging and rewarding fans to recreate and re-live these defining moments in *EA SPORTS FIFA World*.

"In *FIFA World* we have created a live service platform that allows us to fundamentally change the game by adding new features and modes through regular updates, all while keeping fans engaged with dynamic live content that follows the real world of football," said Executive Producer Mike McCabe. "After almost a year of working closely with our fans we are very excited for our biggest update yet - a brand new game engine."

The award-winning development team at EA Canada has adapted some *FIFA HD*** fan favorites with a number of new features to bring *EA SPORTS FIFA World*'s new game engine to life. With smarter AI, teammates will adapt to your style of play by making better attacking runs in the opponents half. Off the ball, improvements to Defensive AI result in better marking and run tracking. Game-changers like **First Touch Control** and **Complete Dribbling** redefine how players control and run with the ball, making offensive play feel even more authentic. An improved **Player Impact Engine** brings real world physics to the game like never before, to the point where each challenge and tackle feels realistic and rewarding. Upgrades to the Keyboard and Mouse Controls and **Tactical Free Kicks** are only some of the other improvements fans can expect with the new engine.

To complement the new game engine, fans can expect a number of updates in the coming months with new features such as video sharing, which will allow fans to upload their goal replays directly to YouTube, as well as roster updates, new kits, boots and club badges, as well as the addition of the Turkish Super Lig.

Start building your club 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/nBW6z9ylyl>

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, *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.

* Requires persistent internet connection, Origin account, EUALA acceptance and installation of Origin Client Software. Must be 13+ to participate. Includes in-app purchases.

** 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 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 at www.ea.com/news.

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Photos/Multimedia Gallery Available: <http://www.businesswire.com/multimedia/home/20140813005169/en/>

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