September 23, 2014

EA SPORTS FIFA 15 Available Now in North America

More Than 5.5 Million Fans Play FIFA 15 Demo on PC, Xbox One, PlayStation 4, PlayStation 3, and Xbox 360

REDWOOD CITY, Calif.--(BUSINESS WIRE)-- Electronic Arts Inc. (NASDAQ:EA) today announced that EA SPORTS™ *FIFA 15* is available in retail stores now throughout North America, and as a digital download on Origin™. The game releases worldwide later this week. More than 5.5 million* fans worldwide - the most ever for an EA SPORTS game - have played the *FIFA 15* demo on one or more of the following platforms: PC, Xbox One all-in-one gaming system from Microsoft and Xbox 360® video game console, or PlayStation®4 and PlayStation®3 computer entertainment systems.

FIFA 15 brings football to life in stunning visual detail so fans can experience the emotion and intensity of football like never before. Fans and media that have had a chance to play early versions of *FIFA 15* have expressed their enjoyment. Game Informer (USA) explains, "The game looks gorgeous, with the lighting giving matches a great look, and includes some good-looking player faces." And The Guardian (England) describes the immersion of the game, "*FIFA 15* is doing what Electronic Arts has always wanted to do - it is looking like the football we watch on our televisions, and it is playing in a way that makes us feel like we belong on the pitch and not in the stands or on the sofa."

David Rutter, Vice President and General Manager of *EA SPORTS FIFA* said, "We believe we have built a game in *FIFA 15* that delivers the most immersive and responsive gameplay experience ever in the FIFA franchise, and we can't wait for the millions of fans to start their season and experience all of the innovations."

Complete with new gameplay innovations and up to 11 offline or online** game modes, *FIFA 15* has something for every fan. To see a list of new features and modes including Match Day Live, Agility & Control, Barclays Premier League Authenticity, and Next Gen Goalkeepers please visit: http://easports.com/fifa/features. To view a series of videos on new features please visit: http://youtube.com/easportsfifa.

FIFA 15 is launching with a creative campaign that shows fans how they will Feel The Game. Created by Wieden + Kennedy Amsterdam, the two minute TV commercial puts *FIFA 15* fans center stage in the greatest drama on Earth and depicts how they are so close to the action they can feel every tackle, shot, and pass. The film is available online here: youtube.com/easportsfifa.

A version for mobile devices, *FIFA 15 Ultimate Team*™ is available today as a free-to-play game on iPhone®, iPad®, iPod touch®, Windows® and Android devices, and it features new controls and an all-new way to play - Quick Simulation. Download *FIFA 15 Ultimate Team* (mobile) for free+ on the App Store^{SM}, Windows Store, or Google Play.

EA SPORTS *FIFA 15**** is available today on Xbox One, Xbox 360, PlayStation 4, PlayStation 3, and PC. A version of *FIFA 15* will also release on the Wii™, Nintendo 3DS™, and PlayStation®Vita handheld entertainment system. Not all game features are available on all gaming platforms.

For more information about *EA SPORTS FIFA 15* visit www.easports.com/fifa or join the EA SPORTS community at http://www.facebook.com/easportsfifa. Follow us on Twitter @easportsfifa and use the hashtag #FIFA15. For information about *FIFA 15* visit www.easports.com/fifa. The game is rated E by the ESRB. Assets are available at http://info.ea.com.

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 EA SPORTS UFC®. For more information about EA SPORTS, including news, video, blogs, forums and game apps, please visit www.easports.com.

*According to internal data.

**Internet connection and Origin account required. Must be 13+ to create an account.

***Not all features available on all gaming platforms.

+ Includes in-app purchases. See app store for details.

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.

EA SPORTS, SSX, The Sims, Dragon Age, Plants vs. Zombies, Ultimate Team and Battlefield are trademarks of Electronic Arts Inc. or its subsidiaries. John Madden, NFL, NHL, NBA, UFC, PGA TOUR and FIFA are the property of their respective owners and used with permission. Wii and Nintendo 3DS are trademarks of Nintendo. "PlayStation" is a registered trademark of Sony Computer Entertainment Inc. Xbox 360 is a trademark of the Microsoft group of companies and are used under license from Microsoft. iPhone, iPod touch and iPad are trademarks of Apple Inc. App Store is a service mark of Apple Inc.

Photos/Multimedia Gallery Available: http://www.businesswire.com/multimedia/home/20140923005299/en/

Electronic Arts
Colin Macrae, 604-456-3685
Sr. Director, Communications
cmacrae@ea.com
or
Paul Marr, 604-456-1753
Sr. Manager, Communications
pmarr@ea.com

Source: Electronic Arts

News Provided by Acquire Media