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Rise Together In NBA LIVE 16 Pro-Am

New LIVE Run and Summer Circuit Online Modes Available to Try for Free Starting Sept. 15

REDWOOD CITY, Calif.--(BUSINESS WIRE)-- Today [Electronic Arts Inc.](#) (NASDAQ: EA) announced *NBA LIVE 16* is bringing basketball fans new ways to compete online with the introduction of [LIVE Pro-Am](#). LIVE Pro-Am features two all-new fun and exciting online modes, LIVE Run and *Summer Circuit*. First off is LIVE Run, giving players a smooth and stable online pick-up game with up to nine friends on storied courts like Rucker Park, Venice Beach, Jordan Terminal 23 and more. Joining LIVE Run is the brand new *Summer Circuit*, an online co-op mode where players will travel across North America squaring off against NBA superstars on a journey to dominate the court. LIVE Pro-Am will be available to try for free starting Sept. 15 via download on Xbox Live and PlayStation Network.

This Smart News Release features multimedia. View the full release here:

<http://www.businesswire.com/news/home/20150813005424/en/>

At the heart of LIVE Pro-Am is you. Use your created player across LIVE Run, Summer Circuit and the Rising Star career mode. Playing games in any of these modes will earn you SP (Skill Points) to upgrade your skills using our new progression system and RP (Reward Points) to purchase authentic gear in the LIVE Spot store. Customize your player from head to toe with the latest kicks and gear from leading apparel brands including Jordan, or get some ink from world-renowned tattooist *Randy Harris*. *NBA LIVE 16* also introduces a new companion mobile app featuring GameFaceHD, the exclusive mobile scanning tech which can be used to quickly and easily scan your face and upload it into the game. GameFaceHD will be available for free download on mobile devices starting Sept. 8, and all scanned faces can be used when the LIVE Pro-Am demo launches on Sept. 15. Your created character's progression and reward unlocks will be carried over into the full game when *NBA LIVE 16* launches on Sept. 29.

Alongside LIVE Pro-Am, starting Sept. 15 fans can check out exhibition-style play in Tip Off mode with six NBA teams, and the Learn LIVE tutorials, consisting of drills to familiarize yourself with the game and basketball fundamentals. All this together in a free package will give basketball fans an opportunity to run with their friends and get a head start on the new season in advance of the launch of *NBA LIVE 16*.

NBA LIVE 16 is developed in Orlando, Florida by EA Tiburon and will be available for Xbox One, the all-in-one games and entertainment system from Microsoft, and PlayStation®4 computer entertainment system, and will be available on Sept. 29 for \$59.99. To learn more about *NBA LIVE 16*, visit <https://www.easports.com/nba-live>.

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 videogames, including *Madden NFL* football, *EA SPORTS™ FIFA*, *NHL®* hockey, *NBA LIVE* basketball, *Rory McIlroy 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 to connect, share and compete.

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 2015, EA posted GAAP net revenue of \$4.5 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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