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NBA LIVE 16 Demo Tips Off

Fans Can Get Their First Taste of Basketball Action in LIVE Pro-Am and More

REDWOOD CITY, Calif.--(BUSINESS WIRE)-- Today [Electronic Arts Inc.](#) (NASDAQ: EA) launched the *NBA LIVE 16* demo on Xbox Live and PlayStation Network. The demo is currently live on Xbox Live, and will be appearing on PlayStation Network later today. The free demo gives fans their first chance to check out the brand new *LIVE Pro-Am* mode, featuring both the competitive *LIVE Run* and cooperative Summer Circuit. Those looking for an offline experience can also choose one of six NBA teams and take the floor in an exhibition game, or get a head-start on learning the nuances of the game in the Learn *LIVE* tutorials.

This Smart News Release features multimedia. View the full release here:
<http://www.businesswire.com/news/home/20150915006187/en/>



NBA LIVE 16 DEMO TIPS OFF (Photo: Business Wire)

their progress to the full game when it launches on September 29. All unlocked skills, upgrades, shoes, gear and more will make the transition, so this is the perfect opportunity to get a two-week jump on the competition and be ready to own the court on launch day. This is also an ideal time to put together an online squad and prepare to rise together when the game launches and the competition heats up.

EA Access members can also play the full retail version of *NBA LIVE 16* before it's released for a limited time starting September 24, only on Xbox One.

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

For an added dose of customization, players can also download the official *NBA LIVE 16* Companion App (available on the [App Store](#) and [Google Play](#)) featuring [GameFaceHD](#). This exclusive mobile scanning tech allows fans to quickly and easily scan their face and upload it to their in-game character for use in [LIVE Pro-Am](#). The app provides clear feedback at every step of the process, a preview of how a face looks when it is finished and the ability to customize the final scan before uploading it. The scanning process takes seconds, and the entire procedure, from scanning to uploading to receiving the finished product typically takes around five minutes.

Those who download the demo will be able to progress and customize their in-game character by playing *LIVE Pro-Am* and transfer

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 <http://www.ea.com/news>.

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