



June 7, 2016

Live From LA and London: EA PLAY 2016 Set to Kick Off With June 12 Press Conference

Battlefield 1, Titanfall 2, FIFA 17, Madden NFL 17 and NHL 17 All Playable at the Show

REDWOOD CITY, Calif.--(BUSINESS WIRE)-- Today [Electronic Arts Inc.](#) (NASDAQ:EA) reveals the latest details about EA PLAY including the press conference and all the games that will be playable at the show. EA will broadcast its press conference live across Los Angeles and London June 12 at 1:00pm PDT, kicking off the events of EA PLAY LA at The Novo in L.A. Live and EA PLAY LONDON at the Eventim Apollo in Hammersmith. Hosted by CEO, Andrew Wilson, in LA and Chief Competition Officer, Peter Moore, in London, the press conference will showcase some of EA's most anticipated games launching later this year and next, with a few surprises from games beyond that. Fans across the world will be able to tune into the press conference livestream at 1:00pm PDT on <http://www.ea.com/play2016>.

EA PLAY is an all-new event built specifically around players to bring EA's latest games to life. Following the press conference in both locations, the event will be open for the first hands-on with upcoming titles *Battlefield™ 1* and *Titanfall® 2*, as well as fan-favorite sports titles *FIFA 17*, *Madden NFL 17* and *NHL® 17*.

At EA PLAY LA, the first-ever *Battlefield™ 1* multiplayer livestream titled, Battlefield Squads, will occur at 2:00pm PDT. Here two 32-player community-led teams will compete against each other to see who comes out on top. Each team is made up of the most well-known YouTubers, Twitch streamers and celebrities including Marshawn Lynch, Wiz Khalifa and Zedd. The livestream will then continue throughout the day highlighting some of EA's biggest franchises and member services.

In addition to going hands-on with upcoming games, players at EA PLAY LA will be treated with tons of fun activities to enjoy, including:

- | Hands-on with EA's hottest mobile releases including *Bejeweled™ Stars* and *Madden NFL Mobile*
- | On Monday and Tuesday, watching live competitive gaming events including the Madden Championship
- | On Monday, Todd McFarlane will be on-hand signing a special, limited edition *Titanfall 2* poster designed specifically for EA PLAY
- | On Sunday, getting an autograph from LA Rams star NFL running back, Todd Gurley
- | Creating custom *Battlefield 1* dog tags reflective of the WW1 era
- | Collecting six special event pins
- | Experiencing the new innovative Samsung curved screen gaming monitors, giving real immersion to their gaming experience

For guests and non-guests attending the event, they are invited to download the official EA PLAY app. This is a handy tool so that fans across the globe can also watch the EA PLAY livestream directly from it. In addition, the app will allow everyone to access all the event information and check out the newest gameplay assets, news and developer bios about all the games at the show. For those in attendance at EA PLAY LA, the app will also contain helpful information such as a venue map to help them easily navigate to play all the games and partake in all the fun activities.

EA PLAY will be open the following dates and times:

EA PLAY LONDON	EA PLAY LA
Sunday, June 12 from 7:00pm - 12:00am GMT	Sunday, June 12 from 1:00pm - 10:00pm PT
Open to consumers from 10:00pm - 12:00am GMT	Open to consumers from 4:00pm - 10:00pm PT

Monday, June 13 from 9:00am - 9:00pm PT

| Open to consumers

Tuesday, June 14 from 9:00am - 9:00pm PT

| Open to industry partners, media and more

Tickets for EA PLAY are no longer available, but due to the overwhelming demand limited standby tickets will be available for EA PLAY LA in-person at The Novo for fans hoping to attend the event.

Download press releases, screenshots and videos immediately following the press conference at info.ea.com.

To embed the livestream on your website, you can do so with this link:

```
<iframe src="http://www.twitch.tv/ea/embed" frameborder="0" scrolling="no" height="378" width="620" > </iframe> <a href="http://www.twitch.tv/ea?tt_medium=live_embed&tt_content=text_link" style="padding:2px 0px 4px; display:block; width:345px; font-weight:normal; font-size:10px;text-decoration:underline;" > LIVE from EA PLAY 2016 </a>
```

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 2016, EA posted GAAP net revenue of \$4.4 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, EA SPORTS, Origin, The Sims, Dragon Age, Plants vs. Zombies and Battlefield are trademarks of Electronic Arts Inc. and its subsidiaries. Titanfall is a trademark of Respawn Entertainment, LLC. John Madden, NFL NHL and FIFA are the property of their respective owners and used with permission.

View source version on [businesswire.com](http://www.businesswire.com): <http://www.businesswire.com/news/home/20160607005765/en/>

Electronic Arts Inc.
Tammy Levine, 650-628-7223
PR and Events, Global Lead
tlevine@ea.com
or
Jino Talens, 650-628-9111
PR Manager
jtalens@ea.com

Source: Electronic Arts Inc.

News Provided by Acquire Media