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Basketball Season Never Ends With Launch of EA SPORTS NBA LIVE Mobile

Players Worldwide Take to the Hardwood on Phones and Tablets*

REDWOOD CITY, Calif.--(BUSINESS WIRE)-- Today [Electronic Arts Inc.](#) (NASDAQ: EA) announced the launch of [NBA LIVE Mobile](#) worldwide* on the [App Store](#) and [Google Play](#), letting fans extend the basketball season beyond the NBA Finals. *NBA LIVE Mobile* lets players build the ultimate squad for 5-on-5 action, and will connect fans to the league all year long.

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

<http://www.businesswire.com/news/home/20160706005986/en/>



Players Worldwide* Take to the Hardwood on Phones and Tablets (Graphic: Business Wire)

lineup on the court for any situation.

The EA SPORTS™ brand 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. The EA SPORTS studios create 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, *SSX™* and *EA SPORTS UFC®*.

For more information about EA SPORTS games, including news, video, blogs, forums and game apps, please visit www.easports.com to connect, share and compete.

*LAUNCH EXCLUDES CHINA, KOREA, HONG KONG, TAIWAN AND JAPAN.

**NETWORK FEES MAY APPLY. IN-APP PURCHASES AVAILABLE.

About Electronic Arts

NBA LIVE Mobile provides a variety of ways to play, including Live Event drills or game scenarios, head-to-head matchups against fans all over the world and single-player Season mode. As players participate in matches they will earn coins and other rewards that will allow them to further build up a team to beat.

The game also features intuitive onscreen controls that allow players to express their skill through taps and swipes, creating an entertaining, engaging and high-quality mobile basketball experience. With so many ways to play, build a team and challenge the competition, *NBA LIVE Mobile* is the perfect way to keep the basketball season going, all year long.

NBA LIVE Mobile is free-to-download** and puts the franchise in your hands. Build a deep bench of top talent that can crush the competition, and enjoy live service content updates year-round. Elevate your game by strategically building your team to outsmart the competition and putting the perfect

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.

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