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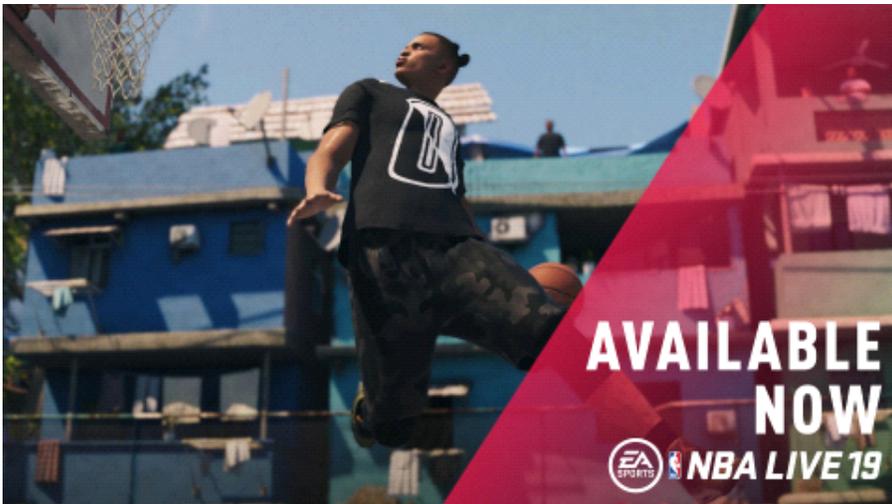
Build Your Squad and Defend Your Court in NBA Live 19 Today

Become 'The One,' Experience The Rise, Compete in Court Battles and Play Alongside the Greatest Basketball Icons of All Time

REDWOOD CITY, Calif.--(BUSINESS WIRE)-- Electronic Arts Inc. (NASDAQ: EA) today released *NBA LIVE 19* on Xbox One and PlayStation® 4. *NBA LIVE 19* brings back the ability for players to be THE ONE and forge their own path as one of the best high school players in the nation. But now, as they chase the dream to become an all-time basketball icon, the game introduces the next evolution of THE ONE, challenging players to compete for the right to play alongside iconic basketball superstars and build their squad. *NBA LIVE 19* also includes, for the first time ever in a basketball video game, the ability to create and customize female players. In addition, the new Court Battles feature adds another level of competitive depth, giving players the chance to achieve true global dominance.

This press release features multimedia. View the full release here:

<https://www.businesswire.com/news/home/20180907005085/en/>



"*NBA LIVE 19* brings a truly unique basketball experience to all players at any skill level," said Sean Graddy, Executive Producer, *NBA LIVE 19*. "The team added a variety of new features which aims to deliver a whole new level of depth and customization beyond any previous *NBA LIVE* game to date. We cannot wait for players to dive in and try out all the new content for themselves."

In *NBA LIVE 19*, players seeking to take on the world will build a squad comprised of NBA and WNBA players, as well as legends. Court Battles add even more competitive depth as an all-new way to battle teams across a number of custom courts with custom rules and unique rewards. Players can take their game to The Streets while still dominating The League, a modern take

Build Your Squad and Defend Your Court in NBA LIVE 19 Today (Photo: Business Wire)

on a basketball career that offers seamless and unified progression across global courts and the NBA.

NBA LIVE 19 features deep customization options where players can express their unique individuality and create a reflection of themselves while competing in the game. Players can create their very own character from the ground up, including the ability to create female players for the first time in a basketball game. A brand-new court creator gives players even more ways to express themselves with a full suite of customization options to create and design their own court.

For more on-the-court action, players can also check out the new season of *NBA LIVE Mobile*, which just launched on September 5. In the new season, players will build their Ultimate Team of current stars and favorite legends to turn "what-ifs" into "wow" moments. Additionally, they'll go head-to-head in Showdown, dominate in Leagues, get connected to the action with Campaigns and ball their way to victory with every mode. *NBA LIVE Mobile* is available as free-to-download* on the [App Store](#) and [Google Play](#).

NBA LIVE 19 is developed by EA Tiburon and is available now for Xbox One and PlayStation 4.

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.

About Electronic Arts

Electronic Arts (NASDAQ: EA) is a global leader in digital interactive entertainment. The Company develops and delivers games, content and online services for Internet-connected consoles, mobile devices and personal computers. EA has more than 300 million registered players around the world.

In fiscal year 2018, EA posted GAAP net revenue of \$5.2 billion. Headquartered in Redwood City, California, EA is recognized for a portfolio of critically acclaimed, high-quality brands such as The Sims™, Madden NFL, EA SPORTS™ FIFA, Battlefield™, Need for Speed™, Dragon Age™ and Plants vs. Zombies™. More information about EA is available at www.ea.com/news.

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