



## Free Your Game With EA Sports FIFA Street — in Stores Now

*Strong Appetite For Authentic Street Soccer Videogame Pushes FIFA Street Demo Over Two Million Downloads*

REDWOOD CITY, Calif.--(BUSINESS WIRE)-- EA SPORTS™ today invited sports fans from around the world to free their game with [FIFA Street](#), available in retail stores today in North America, and this week throughout Europe for the PlayStation®3 computer entertainment system, and for the Xbox 360® videogame and entertainment system. The community buzz and appetite for an authentic street soccer game has pushed the *FIFA Street* demo to near-record levels of global excitement. More than 2.1 million people have downloaded the demo in the past two weeks, making *FIFA Street* the second most downloaded demo—behind only *FIFA Soccer 12*—released by EA SPORTS over the past year\*.

*FIFA Street* is the first street soccer videogame that authentically replicates the way the game is played around the world. It is described as "spectacular" by *Official Xbox Magazine*, earning an Editor's Choice award and a review score of 9 out of 10. *PlayStation: The Official Magazine* calls the action, "chaotic, tense, and above all, super fun."

From the creators of the award-winning EA SPORTS *FIFA Soccer* franchise, and powered by the revolutionary *FIFA Soccer* gameplay engine, *FIFA Street* delivers an arsenal of authentic street dribbling styles and trick moves that ignite the one-on-one battles. Utilize the groundbreaking new Street Ball Control to experience the highest fidelity of touch on the ball and responsiveness ever developed by the *FIFA Soccer* franchise. Compete everywhere from parking lots to prestigious 5v5 futsal-style tournaments on the streets of the world's most renowned cities. Enjoy unique and entertaining game modes like Panna Rules and the new Last Man Standing, which were created exclusively by the *FIFA Street* team. Play with and against the stars of the most popular clubs in the world—or real-life street players—and compete at more than 35 locations in the world.

World Tour story mode, where gamers create a team of friends and compete in a connected world against other *FIFA Street* gamers' teams, is described by *Official Xbox Magazine* as "setting the standard for all other sports games." In the mode, players will be able to follow each other's journey as they build their squads, unlock new tricks, and progress through the story of their pursuit of street soccer glory. Players will be able to share and compare progress with friends directly in the Street Network and it will also broadcast in-game videos like "Goals of the Week," and alert friends to each other's accomplishments throughout the game.

*FIFA Street* delivers a unique, fun experience where everything from the environments to the gear to the music is true to street soccer and its culture. Hand-selected to bring the beautiful game back to the streets, the *FIFA Street* in-game soundtrack features 24 songs gathered from around the globe, including artists like Foreign Beggars [What's Good Feat. Lazer Sword], Spank Rock Feat. Santigold [Car Song], Kano [All + All Together Feat. Hot Chip], The Big Pink [Hit The Ground (Superman)], Wretch 32 [Unorthodox Feat. Example], Drop The Lime [Let's Go], and a brand new Moguai Remix to reinvent the classic Fat Boy Slim track "Ya Mama."

For the latest news on *FIFA Street* join more than 8 million fans in the EA SPORTS FIFA community at <http://www.facebook.com/easportsfifa> or follow us on Twitter at [www.twitter.com/easportsfifa](http://www.twitter.com/easportsfifa). For more information visit: <http://www.ea.com/uk/football/fifa-street>. *FIFA Street* is rated "E" for everyone by the ESRB and 3+ PEGI. To download assets for *FIFA Street* visit the EA press site at <http://info.ea.com>.

EA SPORTS is one of the leading sports entertainment brands in the world, with top-selling videogame franchises, award-winning interactive technology, global videogame competitions and breakthrough digital experiences. EA SPORTS delivers personal access to the emotion of sports through industry-leading sports simulation videogames, including *Madden NFL* football, *FIFA*, *NHL*® hockey, *NBA JAM* basketball, *NCAA*® Football, *Fight Night* boxing, *EA SPORTS MMA*, *Tiger Woods PGA TOUR*® golf, and *EA SPORTS Active*. For more information about EA SPORTS, including news, video, blogs, forums and game apps, please visit [www.easports.com](http://www.easports.com) to connect, share and compete.

\*according to internal data provided by SONY and Microsoft

### About Electronic Arts

Electronic Arts (NASDAQ:EA) is a global leader in digital interactive entertainment. The Company's game franchises are offered as both packaged goods products and online services delivered through Internet-connected consoles, personal

computers, mobile phones and tablets. EA has more than 100 million registered players and operates in 75 countries.

In fiscal 2011, EA posted GAAP net revenue of \$3.6 billion. Headquartered in Redwood City, California, EA is recognized for critically acclaimed, high-quality blockbuster franchises such as The Sims™, Madden NFL, FIFA Soccer, Need for Speed™, Battlefield™, and Mass Effect™. More information about EA is available <http://info.ea.com>.

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