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## NBA LIVE 18 Launches Groundbreaking Free Demo, Starting August 11

*Play Now and Carry Over Progress; Pre-Order Now and Take 33% Off;*

*James Harden Named Cover Athlete*

REDWOOD CITY, Calif.--(BUSINESS WIRE)-- Today, [Electronic Arts Inc.](#) (NASDAQ: EA) announced that the [NBA LIVE 18 free demo](#)\* will launch tomorrow for all players with Xbox Live Gold and PlayStation Plus accounts, August 11<sup>th</sup> on Xbox One and PlayStation® 4. In a franchise first, all progress and unlocked content coming out of the experience will carry over into the full game when it launches on September 15<sup>th</sup>. In addition, players who pre-order *NBA LIVE 18* will get 33% off the retail price (\$59.99) at participating retailers\*\*.

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

<http://www.businesswire.com/news/home/20170810005900/en/>



In the *NBA LIVE 18* free demo, players will experience The Rise, the prologue section of The One - an all-new way to pursue your legacy, centered on the player and defined by your choices. Progress made in The One during the free demo can be carried over into the full game, so players jumping in early can continue their experience when the full game launches. Players in the free demo will also be treated to specially-timed Live Events - limited-time activities with special rules, rewards and characters, only available in The One. Rewards earned in weekly Live Events will also carry over into the full game, giving players reason to regularly come back and check out the new events in order to earn new rewards. The free demo rounds out with a Play Now experience between the NBA Finals rivals Cleveland Cavaliers and Golden State Warriors. The *NBA LIVE 18* demo is available to all players with Xbox Live Gold and PlayStation Plus.

*NBA LIVE 18* will also feature Houston Rockets superstar James Harden as the cover athlete. Harden has always been a wholly unique individual, staying true to himself and reaching stardom through his skill and authenticity. Through intense dedication to the sport and his fiercely competitive nature, Harden embodies The One for Houston and its fans.

"When I heard about working with EA SPORTS and being the cover athlete of *NBA LIVE 18*, I was pretty excited for the opportunity," said Harden. "*NBA LIVE 18* is all about creating your own identity and making your mark on the league, and I can definitely relate to that. If anybody knows about creativity, it's me."

NBA LIVE 18 Launches Groundbreaking Demo, Free for Players Starting August 11 (Photo: Business Wire)

has been a powerhouse in the league, finishing his first season with an average of 25.9 points and 5.8 assists per game, and growing into a perennial all-star and one of the league's most-dominant players.

Harden started his career as the first player ever drafted by the Oklahoma City Thunder. Since joining Houston in 2012, Harden

[EA Access](#) members receive an additional 10 percent discount\*\*\* when they purchase a digital version of *NBA LIVE 18* on Xbox Live.

Players who need even more basketball in their lives can also check out *NBA LIVE Mobile*, available as free-to-download\*\*\*\* on the [App Store](#) and [Google Play](#).

*NBA LIVE 18* is developed by EA Tiburon and will be available worldwide September 15 for Xbox One and PlayStation 4.

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 and *EA SPORTS UFC®* franchises.

For more information about EA SPORTS games, including news, video, blogs, forums and game apps, please visit [www.easports.com](http://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 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 2017, EA posted GAAP net revenue of \$4.8 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™*, *Need for Speed™*, *Dragon Age™* and *Plants vs. Zombies™*. More information about EA is available at [www.ea.com/news](http://www.ea.com/news).

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Electronic Arts Inc.  
Jino Talens, 650-628-9111  
PR Manager  
[jtalens@ea.com](mailto:jtalens@ea.com)

or  
Brad Hilderbrand, 407-386-4246  
Senior Publicist  
[bhilderbrand@ea.com](mailto:bhilderbrand@ea.com)

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