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EA SPORTS Developing Free Downloadable Soccer Game for PC — FIFA World

Closed Beta Testing Begins This Month; Game Will Launch In Brazil And Russia In November

REDWOOD CITY, Calif.--(BUSINESS WIRE)-- Electronic Arts Inc. (NASDAQ: EA), a global leader in digital interactive entertainment, announced today that [EA SPORTS™ FIFA World](#), a new free-to-play*, downloadable soccer game for PC is coming to Brazil and Russia. *FIFA World* is being developed for fans who are not console gamers in Brazil and Russia. It will feature the award-winning** EA SPORTS *FIFA HD* console gameplay, *FIFA Ultimate Team* and Seasons, and over 30 officially licensed leagues, including the Russian Football Premier League, and more than 600 clubs—including 19 officially licensed football clubs from Brazil.

FIFA World will be available free* to soccer fans and gamers in Brazil and Russia with a broadband internet connection and an average spec laptop computer or desktop personal computer. The new game will be built around *FIFA Ultimate Team*, the most popular game mode within EA SPORTS *FIFA* that reflects the best recent real-world performances of the world's best players. In *Ultimate Team*, fans have the freedom to build their own unique squads to play their own style of soccer, re-shaping their teams based on the real-world performances of their favorite players.

Soccer fans across Russia and Brazil are invited to register now to participate*** in the closed beta development and testing of *FIFA World* by visiting www.easportsfifaworld.com. The commercial launch of the game is scheduled for November 2013.

"Brazil and Russia are priority markets for EA SPORTS and especially our FIFA brand. We are excited to bring to these markets a custom-built, free-to-play PC experience developed around *FIFA Ultimate Team*," said Matt Bilbey, Senior Vice President and Group General Manager, EA SPORTS. "*FIFA World* will be a fun new way to play FIFA for new fans."

EA SPORTS has successfully implemented the free-to-play gaming model in Korea with an online football game for PC called EA SPORTS *FIFA Online 3*. It currently holds the number 2 spot in Korean PC café rankings according to Gametrics. EA also recently announced that *FIFA Online 3* is in development for Southeast Asia and mainland China.

FIFA World is being created by the award-winning FIFA development team at EA Canada.

EA SPORTS 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. EA SPORTS creates connected experiences that ignite the emotion of sports through industry-leading sports videogames, including *Madden NFL* football, *FIFA*, *NHL*® hockey, *NBA LIVE* basketball, *NCAA*® Football, *Tiger Woods PGA TOUR*® golf, *SSX*™ and *EA SPORTS UFC*. For more information about EA SPORTS, including news, video, blogs, forums and game apps, please visit www.easports.com.

* Internet connection and Origin account required. Must be 13+ to create an account.

** winner of over 300 game quality awards on the current generation of consoles.

*** Requires persistent internet connection, Origin account, Beta agreement acceptance, installation of Origin Client Software and registration of the single-use code. Must be 18+ to participate.

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 and operates in 75 countries.

In fiscal year 2013, EA posted GAAP net revenue of \$3.8 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*, *FIFA Soccer*, *Need for Speed*™, *Battlefield*™ and *Mass Effect*™. More information about EA is available [at www.ea.com/news](http://www.ea.com/news).

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