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Become 'THE ONE' in NBA LIVE 18 Today

Create a Player, Choose a Path and Build a NBA Legacy in the First of its Kind Basketball Role-Playing Game Experience

REDWOOD CITY, Calif.--(BUSINESS WIRE)-- Electronic Arts Inc. (NASDAQ:EA) today launched [NBA LIVE 18, which introduces THE ONE](#), an all-new dynamic career experience centered around the player. The game offers a unique experience through character progression, extensive gear customization, and narrative branching - a first in the basketball videogame genre. In *NBA LIVE 18*, THE ONE gives fans the freedom to play how they want, where they want, and with whom they want in the quest for basketball stardom. Players can develop their own unique playstyle from 11 signature abilities and 70 different, upgradable traits, and their own personality with unique customization features including the hottest outfits and sneakers.

This Smart News Release features multimedia. View the full release here:
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"*NBA LIVE 18* delivers a basketball experience with a level of player choice unlike anything that has come before," said Sean O'Brien, Executive Producer on *NBA LIVE 18*. "We are giving fans a unique opportunity to build their own basketball legacy, playing on iconic courts and in Pro-Am leagues outside the traditional NBA, with a game that's completely open and ever-changing. We're going to continue to offer our fans new experiences through LIVE Events, where they can unlock rewards on their own or with a teammate."

There are many pathways to rise up through the basketball ranks by playing in THE LEAGUE and THE STREETS. For an authentic NBA career experience, THE LEAGUE offers fans the ability to progress from rookie to veteran with their favorite NBA team while playing real NBA action including the NBA All-Star, NBA Playoffs and NBA Finals games. Just like in the NBA, players can earn MVP, All-NBA and Sixth Man of the Year awards, among others.

In THE STREETS, fans can push their career further on legendary Pro-Am courts where competitive challenges and matchups await, including LIVE Events - new, regularly updated challenges that are in-real time to battle opponents in competitive or co-operative games for unique rewards - to build a career in the streets through challenging tournaments and throwback challenges. Games can be played on iconic courts such as Rucker Park in New York City and in leagues such as The Drew in Los Angeles.

Become 'The One' in NBA LIVE 18 Today (Photo: Business Wire)

In addition to playing in THE STREETS and THE LEAGUE, players will be able to play in the WNBA, another first for the basketball genre. The WNBA's full roster of teams and players will be available in WNBA Play Now, with the teams and player skills specifically balanced to reflect the unique playstyle of the league and its players.

Players looking for a deep and rich basketball experience on their mobile device can also check out NBA LIVE Mobile,

available as free-to-download* on the [App Store](#)SM and [Google Play](#)TM.

NBA LIVE 18 is developed by EA Tiburon and is available now in stores and for digital download worldwide for Xbox One and PlayStation® 4.

The EA SPORTSTM 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*TM and *EA SPORTS UFC*®.

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

*NETWORK FEES MAY APPLY.

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*TM, *Madden NFL*, *EA SPORTS*TM *FIFA*, *Battlefield*TM, *Need for Speed*TM, *Dragon Age*TM and *Plants vs. Zombies*TM. More information about EA is available at www.ea.com/news.

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