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## Get the Squad Ready for Global Dominance in NBA LIVE 19, Launching September 7

*Real Player Motion Tech Introduces Thousands of New Animations for Smoother Gameplay Than Ever Before*

[Watch the Announce Trailer Here](#)

LOS ANGELES--(BUSINESS WIRE)-- Today, at EA PLAY, [Electronic Arts Inc.](#) (NASDAQ: EA) announced that *NBA LIVE 19* will launch worldwide on PlayStation®4 and Xbox One on September 7, 2018. *NBA LIVE 19* will once again allow players to be [THE ONE](#) and forge their own path as one of the best high school players in the nation chasing the dream to become an all-time basketball icon. Players can't do it alone though, as this year's game will challenge them to travel the globe building a squad composed of some of the world's greatest players.

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

<https://www.businesswire.com/news/home/20180609005057/en/>



*NBA LIVE 19* will bring numerous [new features](#) and enhancements to the hardwood, building on last year's strong foundation. Players will be invited to take their game around the world, facing opponents on new courts in Paris, Brazil and the Philippines, with each court and tournament offering unique rules and challenges specific to those courts. *NBA LIVE 19* also marks the introduction of Real Player Motion (RPM) Tech into the franchise, introducing thousands of new animations and smoother gameplay than ever before. The game offers more choices for clothes, shoes and gear, and a new progression-system modeled after some of the sport's greatest icons.

Get the Squad Ready for Global Dominance in NBA LIVE 19, Launching September 7 (Graphic: Business Wire)

a fun, unique experience in *NBA LIVE 19*," said executive producer Seann Graddy. "Take your game across new courts with new rules to progress your player and build your squad."

"We're looking forward to continuing the strong momentum we've built and delivering

Basketball fans won't have to wait long to start their journey to become THE ONE, as *NBA LIVE 19* will offer a free demo\* for all players starting August 24th, with the full game launching September 7th.

[EA Access](#) members receive an additional 10 percent discount\*\* when they purchase a digital version of *NBA LIVE 19*, on Xbox Live. Subscribers can also enjoy up to 10 hours of play time as part of the Play First Trial on September 3.

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 19* is developed by EA Tiburon and will be available worldwide September 7 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 video games, 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 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](http://www.ea.com/news).

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