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## Joel Embiid Lands EA SPORTS NBA LIVE 19 Cover, Prepares to Take on the World

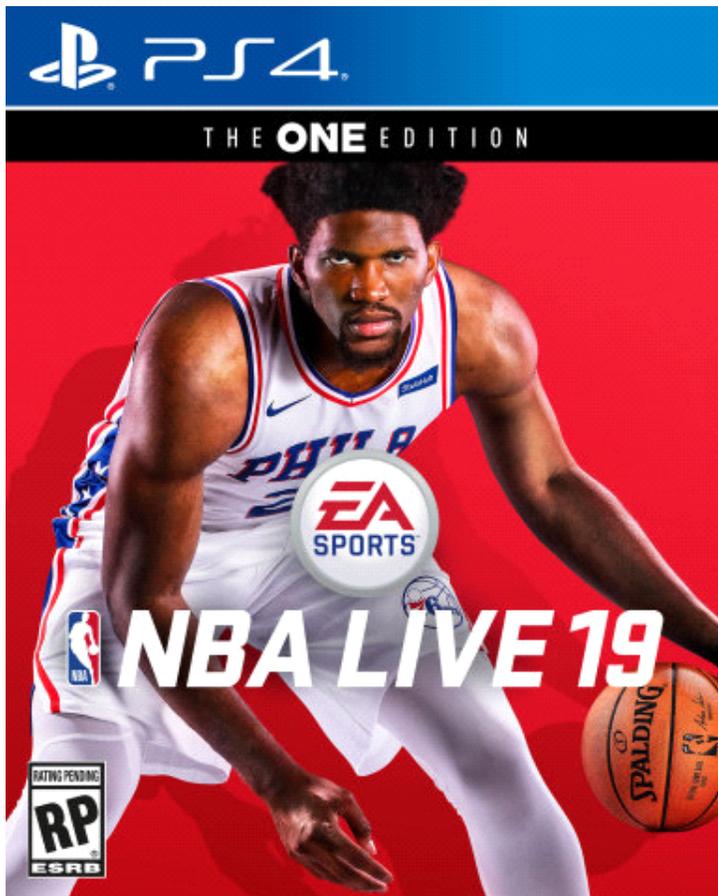
*Build Your Squad for Global Dominance September 7*

*Free\* Worldwide Demo Available August 24*

REDWOOD CITY, Calif.--(BUSINESS WIRE)-- Last night at the NBA Awards, [Electronic Arts Inc.](#) (NASDAQ: EA) revealed Joel Embiid as the cover athlete for [EA SPORTS™ NBA LIVE 19](#), adding to the accolades he has achieved over the past few years. Embiid was the third overall pick of the NBA Draft 2014 presented by State Farm and claimed a spot on the All-Star roster for the first time this season. He also led his team to their first playoff appearance since 2012 while averaging nearly 23 points and 11 rebounds a game.

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

<https://www.businesswire.com/news/home/20180626005418/en/>



JOEL EMBIID LANDS EA SPORTS NBA LIVE 19 COVER, PREPARES TO TAKE ON THE WORLD (Graphic: Business Wire)

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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*

"Joel is a perfect fit to grace the cover of *NBA LIVE 19*," said Joshua Rabenovets, Senior Brand Director at EA SPORTS. "He is the voice of the new wave of basketball players and his on-court dominance, creative personality, and love for the fans made him an ideal choice for this year's game."

"It's great, it's amazing. I'm thankful for this opportunity, especially as a basketball player," Embiid said. "You work so hard because you have goals in life, you want to be in the Hall of Fame, but also, being on the cover of a video game is something I've always dreamed of and I'm happy to be in this position." [Read the rest of the interview here.](#)

*NBA LIVE 19* will empower players to [build their squad and take on the world, one court at a time.](#) Embiid will be joined by several other prolific ballers that will be revealed over the coming weeks, each of which has a special connection to *NBA LIVE*. Stay tuned for the next reveal in [The Streets](#), coming early July.

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 on Xbox One and PlayStation 4.

[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 August

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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