



Need for Speed SHIFT Console Demo Available October 1

Taste the True Driver's Experience in This Year's Most Critically Acclaimed Racing Game

REDWOOD CITY, Calif., Sep 29, 2009 (BUSINESS WIRE) -- Electronic Arts Inc. (NASDAQ:ERTS) today announced that the console demo of the highly-rated *Need for Speed SHIFT* will be available for download on October 1 on PlayStation(R)Network and Xbox LIVE. The demo gives players a chance to see for themselves just how *SHIFT* delivers on the *Need for Speed* promise of speed, adrenaline and precision racing. *Need for Speed SHIFT* has been commended by AOL GameDaily as "one of 2009's best racing games" and as "outstanding" by IGN.

Players will sample this year's most intense authentic racing game by pushing one of four cars to its limits on the world-famous Circuit de Spa-Francorchamps and the tight city circuit of London River. Players that dominate each track and collect enough stars will also unlock the ultimate racing machine; the Pagani Zonda F.

Jump into the cockpit of one of these five cars and find out how *Need for Speed SHIFT* combines real-world physics with perception based G-forces to deliver a supercharged on-the-track experience.

1. BMW M3 (E46)
2. 2008 Dodge Viper SRT10
3. 2006 Lotus Elise 111R
4. 2008 Nissan GT-R
5. 2006 Pagani Zonda F (unlockable)

The PC demo is currently available for download at www.needforspeed.com.

The game introduces a brutal first-person crash dynamic that creates an unparalleled immersive experience. The signature cockpit view delivers a true driver's experience. *Need for Speed SHIFT* further personalizes the experience through the all-new driver profile -- a unique persona based on the driving skill and style of each player. *Need for Speed SHIFT* is the most realistic and intensive authentic racing game ever.

With a perfect score from GameSpy.com and G4TV.com, and 90+ scores from IGN.com, Official Xbox Magazine, PlayStation: The Official Magazine, Team Xbox.com, Game Daily.com, Gametrailers.com and more, *Need for Speed SHIFT* is the highest rated *Need for Speed* game in years.

Need for Speed SHIFT is now available on the PlayStation(R)3 computer entertainment system, Xbox 360(R) video game and entertainment system, PC, PSP(R) (PlayStation(R)Portable) system, mobile and coming soon on the iPhone(TM). More information can be found at www.needforspeed.com or follow us on Twitter at NeedforSpeed.

Press can download assets at <http://info.ea.com>.

About Electronic Arts

Electronic Arts Inc. (EA), headquartered in Redwood City, California, is a leading global interactive entertainment software company. Founded in 1982, the Company develops, publishes, and distributes interactive software worldwide for video game systems, personal computers, wireless devices and the Internet. Electronic Arts markets its products under four brand names: EA SPORTS™, EA™, EA Mobile™ and POGO™. In fiscal 2009, EA posted GAAP net revenue of \$4.2 billion and had 31 titles that sold more than one million copies. EA's homepage and online game site is www.ea.com. More information about EA's products and full text of press releases can be found on the Internet at <http://info.ea.com>.

EA, EA SPORTS, EA Mobile, POGO and *Need for Speed* are trademarks or registered trademarks of Electronic Arts Inc. in the U.S. and/or other countries. The names, designs, and logos of all products are the property of their respective owners and

used by permission. Microsoft, Xbox and Xbox 360 are trademarks of the Microsoft group of companies. "PlayStation" and "PSP" are registered trademarks of Sony Computer Entertainment Inc. All other trademarks are the property of their respective owners.

SOURCE: Electronic Arts Inc.

Electronic Arts

Dana Sissons, 604-456-5004

Senior Publicist

dsissons@ea.com

Peter Nguyen, 650-628-3607

Director

pnguyen@ea.com

Tammy Schachter, 650-628-7223

Senior Director

tschachter@ea.com

Copyright Business Wire 2009