



EA's Engine Roar with Shift 2 Unleashed

Critically Acclaimed Simulation Series Returns, Now Even Faster and More Connected

REDWOOD CITY, Calif.--(BUSINESS WIRE)-- The race to #1 heats up! Electronic Arts Inc. (NASDAQ:ERTS) today announced *SHIFT 2 UNLEASHED*[™], the next entry in the blockbuster *Need for Speed* simulation series. The original *SHIFT* game was released in September 2009 and has sold through close to five million copies globally. Its success was propelled by the revolutionary true driver's experience -- a game design that was heralded by critics as more visceral, more physical and more intense than any other title in the sim category. Capturing the physicality and brutality of racing at 200mph has been the leading area of innovation by the award-winning development team at Slightly Mad Studios. *SHIFT 2 UNLEASHED* builds on the true drivers experience by introducing the driver's battle, an even more authentic and primal feeling of power and speed which elevates the fundamental competitive race into a struggle for supremacy against other drivers and even the track itself. In *SHIFT 2 UNLEASHED*, players' hands sweat and ache as they clutch onto the controller, their pulse races from the break-neck speeds experienced through the first-person cockpit view. Launching in Spring 2011, *SHIFT 2 UNLEASHED* pushes the envelope with the most authentic and intense racing experience in the genre. The world debut trailer of *SHIFT 2 UNLEASHED* was revealed today as bonus content for the action racing *Need for Speed* title, *Need for Speed Hot Pursuit*.

"*SHIFT 2 UNLEASHED* is redefining immersive racing by blending the rush of tearing up the track at unbelievable speeds with the emotional experience of competitive battle," said Marcus Nilsson, Executive Producer, *SHIFT 2 UNLEASHED*. "We are also working closely with real-world performance drivers to ensure that *SHIFT 2 UNLEASHED* captures their experience and becomes the benchmark in authentic racing action."

SHIFT 2 UNLEASHED features an all-new rendering engine with a massive graphics overhaul that puts the player in the heart of the racing action. With an innovative helmet camera view simulating the physical experience of driving at 200mph, the thrilling experience of night racing and authentic degradation of tracks and cars, this is tomorrow's sim for today's adrenaline fueled racer. *SHIFT 2 UNLEASHED* also incorporates the next generation of *Need for Speed Autolog* - the groundbreaking network that connects friends for epic head-to-head races and compares player stats for the ultimate social racing competition.

Developed by the award-winning Slightly Mad Studios, *SHIFT 2 UNLEASHED* will be available on the Xbox 360[®] videogame and entertainment system, PlayStation[®]3 computer entertainment system and PC. For more information on *Need for Speed*, visit <http://www.needforspeed.com> or become a fan on Facebook at <http://www.facebook.com/needforspeed> and follow us on Twitter <http://www.twitter.com/needforspeed>.

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[™], EA SPORTS[™], EA Mobile[™] and POGO[™]. In fiscal 2010, EA posted GAAP net revenue of \$3.7 billion and had 27 titles that sold more than one million units. 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>.

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Electronic Arts Inc.
Jino Talens, 650-628-9111
Senior Publicist

jtalens@ea.com

Dana Sissons, 604-456-5004
PR Manager

dsissons@ea.com

Peter Nguyen, 650-628-3607
PR Director

pnguyen@ea.com

Tammy Schachter, 650-628-7223
Vice President

tschachter@ea.com

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