



EA Takes Gamers on the Race of Their Lives in *Need for Speed The Run*

REDWOOD SHORES, Calif.--(BUSINESS WIRE)-- Get ready to rip up the road! Adrenaline junkies and speed fiends will find themselves on the wrong side of the law this November when they race for their lives in *Need for Speed™ The Run* from Electronic Arts Inc. (NASDAQ:ERTS). The hottest blockbuster this holiday is a game that takes players on a heart-pounding cross-country race from San Francisco to New York. Launching on November 15, *Need for Speed The Run* lures players into an underground world of illicit, high-stakes racing. The heat is on — and it isn't just the fuzz who are after you. Entering the race is just the beginning as you blow across borders, weave through dense urban traffic, rocket down icy mountain passes and navigate narrow canyons at breakneck speeds. Powered by DICE's state-of-the-art Frostbite™ 2 engine, *Need for Speed The Run* takes the action racing genre to new heights with stunning visuals and car physics that hug the road even at top speeds all built around a gripping storyline. The cars are hot, the racing is intense and the story will have you at the edge of your seat... all the way from the Golden Gate Bridge to the Empire State building.

"This is the year that *Need for Speed* goes to the next level," said Jason DeLong, Executive Producer at EA. "We think that *Need for Speed The Run* is going to surprise people with its intense, thrilling story and big action feel. But the game would be nothing without hot cars and crazy-fast chases. So that is what we're delivering -- explosive racing that will have players flirting with disaster at 200-miles an hour."

Using the groundbreaking Frostbite 2 engine, *Need for Speed The Run* will set the bar with unparalleled visual quality and enhanced physics. *Need for Speed The Run* will also take immersive storytelling to a new level with cutting edge performances that will draw the player into a world with no speed limits, rules or allies. Autolog, the *Need for Speed* franchise's revolutionary social competition functionality, is back and better in *Need for Speed The Run* as it will continue to reinvent how people play games, track career progression and compare game stats.

Developed by Black Box, a studio of Electronic Arts, *Need for Speed The Run* will be available November 15, 2011 in North America and November 17, 2011 in Europe for the Xbox 360® videogame and entertainment system, PlayStation®3 computer entertainment system, PC, Wii™ and Nintendo 3DS™. 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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