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## EA Reveals New Action Driving Fantasy with *Need for Speed Payback*

*Edge of Your Seat Driving, Explosive Action and Blockbuster Gameplay Fuel New Game*

*Pre-Order Now for Instant Access to Five Uniquely Customized and Tuned Iconic Cars*

View the Announcement Trailer [here](#).

GOTHENBURG, Sweden--(BUSINESS WIRE)-- Today Ghost Games™, an Electronic Arts Inc. (NASDAQ:EA) studio, announced *Need for Speed Payback*, the new action driving blockbuster from one of the world's bestselling video game franchises, hitting stores November 10<sup>th</sup>, worldwide. This explosive adventure is filled with intense heist missions, high stakes car battles, epic cop pursuits and jaw dropping set pieces. It's blockbuster gameplay never before seen from the series, fueled by a gripping story of betrayal and revenge. With *Need for Speed Payback*, it's no longer just about being the first to cross the finish line or racing to prove to be the best, it's about building the perfect ride, getting behind the wheel and playing out an action driving fantasy.

This Smart News Release features multimedia. View the full release here:

<http://www.businesswire.com/news/home/20170602005154/en/>



EA Reveals New Action Driving Fantasy with *Need for Speed Payback* (Photo: Business Wire)

customization from the series, players can truly craft a personalized and unique ride, or spend hours finding and tuning an abandoned derelict into a supercar. They can then push their cars to the limit and raise the stakes by betting on their own performance, where they can either multiply their winnings or risk losing it all.

For players that pre-order the game, they will receive the *Need for Speed Payback* Platinum Car Pack and get instant access to five uniquely customized and tuned iconic cars at launch, each with exclusive† Platinum Blue Tire Smoke. The Car Pack includes:

"*Need for Speed* returns this year to challenge what players expect from racing games," said Marcus Nilsson, Executive Producer. "We're still delivering everything our fans love about the franchise - the deepest customization, an impressive roster of cars, intense races and open world pursuits - but with *Need for Speed Payback*, we're bringing together all those elements in an all new blockbuster driving experience. From the story, to the different characters you can drive as, to the varied missions, to the edge-of-your-seat moments, this is our vision for what action driving entertainment means today."

Set in the underworld of Fortune Valley, players will drive as three distinct characters reunited by a quest for vengeance against The House, a nefarious cartel that rules the city's casinos, criminals and cops. They will take on a variety of challenges and events as Tyler, the Racer; Mac, the Showman; and Jess, the Wheelman to earn the respect of the underground. Featuring the deepest

- | Nissan 350Z 2008
- | Chevrolet Camaro SS 1967
- | Dodge Charger R/T 1969
- | Ford F-150 Raptor 2016
- | Volkswagen Golf GTI Clubsport 2016

For drivers who want to get the extra edge over the competition, the *Need for Speed Payback* Deluxe Edition gives players up to three days of early access to the full game, along with exclusive customization items such as the Deluxe Edition license plate and NOS color, in-game discounts, Rep bonuses, everything the Platinum Car Pack has to offer, and more.

Players can also get into the action before launch through [EA Access](#) and [Origin Access](#), where members can play for up to 10 hours starting Thursday, November 2<sup>nd</sup> with the EA Access and Origin Access Play First Trial\*\*. *Need for Speed Payback* Deluxe Edition owners will get their three-day early access starting Tuesday, November 7<sup>th</sup>. *Need for Speed Payback* will be available worldwide on November 10<sup>th</sup> for Xbox One, PlayStation®4, and Origin™ for PC.

[EA Access](#) and [Origin Access](#) members receive a 10 percent discount\*\* when they purchase a digital version of *Need for Speed Payback*.

### About Electronic Arts

Electronic Arts (NASDAQ: EA) is a global leader in digital interactive entertainment. The Company delivers games, content and online services for Internet-connected consoles, personal computers, mobile phones and tablets. EA has more than 300 million registered players around the world.

In fiscal year 2017, EA posted GAAP net revenue of \$4.8 billion. Headquartered in Redwood City, California, EA is recognized for a portfolio of critically acclaimed, high-quality blockbuster 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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† Platinum Blue Tire Smoke exclusive to Platinum Car Pack vehicles.

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Electronic Arts Inc.  
Jino Talens, 650-628-9111  
PR Manager  
[jtalens@ea.com](mailto:jtalens@ea.com)  
or  
Danica Stanczak, 650-628-3722  
Publicist  
[dstanczak@ea.com](mailto:dstanczak@ea.com)

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