

EA Announces Need for Speed(TM) Carbon; Best-Selling Racing Title to Hit the Streets this Fall

REDWOOD CITY, Calif., Jun 22, 2006 (BUSINESS WIRE) -- Electronic Arts (NASDAQ:ERTS) announced today that Need for Speed™ Carbon is in development and will hit the streets this November. Developed by EA Black Box in Vancouver, British Columbia, Need for Speed Carbon delivers the next generation of adrenaline-filled street racing and will challenge players to face the ultimate test of driving skill on treacherous canyon roads.

"We pride ourselves on our ability to reinvent the franchise and continually uncover new and exciting trends in car culture. Canyon Racing is a real test of a driver's skill and we think it provides a fantastic game play opportunity to lean into," said Larry LaPierre, the game's executive producer.

What starts in the city is settled in the canyons as Need for Speed Carbon immerses you into the world's most dangerous and adrenaline-filled form of street racing. You and your crew must race in an all-out war for the city, risking everything to take over your rivals' neighborhoods one block at a time. As the police turn up the heat, the battle ultimately shifts to Carbon Canyon, where territories and reputations can be lost on every perilous curve. Need for Speed Carbon delivers the next generation of customization giving you the power to design and tweak your crew's cars in every way using the ground-breaking new Autosculpt™ technology. Represent your car class, your crew, and your turf in Need for Speed Carbon, the next revolution in racing games.

Need for Speed Carbon will be available for Xbox 360™ video game and entertainment system, PlayStation®3 computer entertainment system, and Wii™ as well as the PlayStation®2 computer entertainment system, Xbox® videogame system from Microsoft, Nintendo GameCube™, Nintendo DS™, Game Boy® Advance, PSP™ (PlayStation Portable) handheld entertainment system, PC and mobile. More information can be found at www.needforspeed.com.

About Electronic Arts

Electronic Arts Inc. (EA), headquartered in Redwood City, California, is the world's leading interactive entertainment software company. Founded in 1982, the company develops, publishes, and distributes interactive software worldwide for videogame systems, personal computers and the Internet. Electronic Arts markets its products under four brand names: EA SPORTS™, EA™, EA SPORTS BIG™ and POGO™. In fiscal 2006, EA posted revenue of $2.95 billion and had 27 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.

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