



EA Revs Up Street Racing Culture With Need for Speed Carbon Soundtrack

REDWOOD CITY, Calif.--(BUSINESS WIRE)--Sept. 19, 2006--Fasten your seatbelts for the most intense ride of the year as EA redefines the sound of street racing with Need for Speed™ Carbon. For this long-awaited new chapter in the top-selling franchise, EA™ Trax has created an international soundtrack of 30 diverse cuts that reflect the game's three distinct car classes; exotics, muscles and tuners. The riff-heavy power of such bands as Kyuss, Eagles of Death Metal, UK's Metro Riots and Australia's Wolfmother fuels the Muscle Cars. For the game's Japanese Tuner Cars, the soundtrack delivers a newly revitalized sub-genre of electronic music known as 'Electro' originally pioneered by Gary Numan and personified by such artists as UK's Ladytron and Goldfrapp, Australia's The Presets, Japan's melody and Canada's Tiga. Exotic cars are represented by a mix of the new UK Grime scene with artists such as Lady Sovereign, Roots Manuva and Sway, International Hip Hop from Pharrell, and Philadelphia's Spank Rock. And while the different crews may compete head-to-head, the three music genres combine to create what may be the most compelling and combustible game soundtrack of the year.

"Street racing is an international outlaw sport with a velocity all its own," said Steve Schnur, Worldwide Executive of Music and Marketing at EA. "Need for Speed Carbon takes a cinematically sonic approach to the sport's different personalities and the crews that rule it. We've spent close to a year working with artists and labels from around the world to ensure that not only does the music capture the true hardcore styles of the sport, it also pushes it forward with breakthrough new artists. By combining these genres, we've now taken the premier street racing simulation brand in the industry to an unstoppable new level."

The complete in-game soundtrack for Need for Speed Carbon includes:

Artist	Song
Dynamite MC	Bounce
Dynamite MC	After Party
Eagles Of Death Metal	Don't Speak (I Came to Make A Bang!)
Ekstrak feat. Know-1	Hard Drivers
Every Move A Picture	Signs Of Life
Gary Numan/Tubeway Army	Are 'Friends' Electric
Grandmaster Flash And The Furious Five	Scorpio
Goldfrapp	Ride A White Horse (Serge Santiago Remix)
Kyuss	Hurricane
Lady Sovereign	Luv Me Or Hate Me
Ladytron	Sugar (Jagz Kooner Remix)
Ladytron	Fighting In Built Up Areas
melody.	FEEL THE RUSH (Junkie XL Remix)

Metro Riots	Thee Small Faces
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Part 2 feat. Fallacy	One Of Dem Days (Remix)
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Pharrell feat. Lauren	Skateboard P Presents: Show You How To Hustle
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Priestess	I Am The Night, Colour Me Black
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Roots Manuva	No Love
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Spank Rock	What It Look Like
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Sway	Hype Boys
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The Bronx	Around The Horn
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The Presets	Steamworks
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The Vacation	I'm No Good
-----	-----
Tiga	Good As Gold
-----	-----
Tigarrah	Girl Fight (Mr. D Hyphy Mix)
-----	-----
Tomas Andersson	Washing Up (Tiga Remix)
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Valient Thorr	Heatseeker
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Vitalic	My Friend Dario
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Wolfmother	Joker And The Thief
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Yonderboi	People Always Talk About The Weather (Junkie XL Remix)
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Developed in Vancouver, B.C. by EA Blackbox Need for Speed Carbon will be available on November 1, 2006 in North America and Europe. 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) (Nasdaq:ERTS), 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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