



EA'S Need for Speed ProStreet Races onto the PSP

Need for Speed ProStreet on the PSP Delivers the Visceral Aggression of Street Racing to the Palm of Your Hand

REDWOOD CITY, Calif.--(BUSINESS WIRE)--Feb. 18, 2008--Electronic Arts Inc. (NASDAQ:ERTS) announced that the PSP® (PlayStation®Portable) system version of Need for Speed™ ProStreet ships to retailers today in North America and in Europe beginning February 22. Need for Speed ProStreet on the PSP provides not only accessibility and mobility, but also two brand new in-game features, the Driver Persona and Driver Intuition. Both tools allow you to tailor your driving experience to your ability and skill level. Also feel the thrill and intensity of driving 35 of the hottest cars available, including three of the most anticipated street racing cars that have yet to hit the North American market, the 2009 Nissan GT-R, the 2008 Porsche 911 GT2 and the 2008 Mitsubishi Evo X.

The all-new driving features let you take control of your journey. Whether you are a "Weekend Warrior" or an "Adrenaline Junkie," you can choose from a variety of Driver Personas to customize the race's difficulty level to your skill set. You can also benefit from the all new Driver Intuition feature which guides and assists racers of all levels on the best line around a course, allowing you to tailor your driving experience, so you become the next Speed King.

Race on some of the world's most iconic locations - Tokyo's Shuto Expressway, the Autobahn and the Nevada desert - unlocking new cars and more tracks along the way. As you win races, earn rewards and prize money to either buy the next set of hot wheels or to upgrade your current ride. Need for Speed ProStreet is your chance to experience the raw power and intense rivalry that embodies street racing culture.

Need for Speed ProStreet is developed by Black Box in Vancouver, British Columbia and will be available for PSP for a MSRP of \$39.99. The game is rated E by the ESRB with descriptors for Alcohol Reference and Mild Lyrics and 3+ by PEGI. More information can be found at www.needforspeed.com. Press can download assets at <http://info.ea.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 video game systems, personal computers, cellular handsets and the Internet. Electronic Arts markets its products under four brand names: EA SPORTS™, EA™, EA SPORTS BIG™ and POGO™. In fiscal 2007, EA posted revenue of \$3.09 billion and had 24 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>.

EA, EA SPORTS, EA SPORTS BIG, POGO, and Need for Speed are trademarks or registered trademarks of Electronic Arts Inc. in the U.S. and/or other countries. 'Nissan' and the names, logos, marks and designs of the NISSAN products are trademarks and/or intellectual property rights of NISSAN MOTOR CO., LTD. and used under license to Electronic Arts Inc. Porsche is a registered trademarks of Dr. Ing. h.c. F. Porsche AG. Licensed under certain patents. Mitsubishi, Eclipse, and Lancer Evolution names, emblems and body designs are trademarks and/or intellectual property rights of MITSUBISHI MOTORS CORPORATION and used under license to Electronic Arts Inc. "PlayStation" and "PSP" are registered trademarks of Sony Computer Entertainment Inc. Memory Stick Duo™ may be required (sold separately). All other trademarks are the property of their respective owners.

MULTIMEDIA AVAILABLE:

<http://www.businesswire.com/cgi-bin/mmg.cgi?eid=5612690>

CONTACT: Electronic Arts Inc.

Dana Sissons, 604-456-5004 (EA Canada)

dsissons@ea.com

Rokhsan Raiszadeh, 604-456-4543 (EA Canada)

rraiszadeh@ea.com

SOURCE: Electronic Arts Inc.