



International Box Office Sensation Maggie Q to Star in Need for Speed Undercover

Discover a World of High-Stakes and High-Speed in the Hottest Racing Game of 2008

REDWOOD CITY, Calif., Aug 15, 2008 (BUSINESS WIRE) -- Black Box, a studio of Electronic Arts Inc. (NASDAQ:ERTS) today announced Need for Speed(TM) Undercover, the intense action racing title scheduled for release this holiday. The new game will feature international movie star, Maggie Q, as the lead character in the big-budget live-action sequences that propel the original story forward as players get behind the wheel. EA's Need for Speed Undercover takes the franchise back to its roots and re-introduces break-neck cop chases, the world's hottest cars and spectacular highway battles.

"Need for Speed Undercover features a deep and engaging story of spectacular Hollywood-style live-action that will transport players into the fictional world of the Tri-City Bay Area," said Bill Harrison, Need for Speed Undercover Executive Producer. "Working with talent the caliber of Maggie Q allows us to deliver an unparalleled level of storytelling that will keep players engaged in between 180-mile an hour races."

Maggie Q, who has starred in Mission Impossible III and Live Free or Die Hard, plays Federal Agent Chase Linh, a seductive handler who recruits and guides players as they go undercover. Players will take on dangerous jobs and compete in races in order to infiltrate and takedown a ruthless international crime syndicate.

"I've always been a fan of racing games and working on Need for Speed Undercover was an amazing experience," said Maggie Q. "I was so impressed by the scope and quality of the overall production that goes into a videogame these days. It was like any other day on a Hollywood set; I felt right at home. The Black Box team is doing tremendous work here and I can't wait to see the final game."

Need for Speed Undercover is being developed by Black Box in Vancouver, B.C., and is slated to be in stores North America on November 18 and in Europe on November 21. The game will be available for Xbox 360(R) video game and entertainment system, PLAYSTATION(R)3 computer entertainment system, and Wii(TM) as well as the PlayStation(R)2 computer entertainment system, Nintendo DS(TM), PSP(R) (PlayStation(R) Portable) handheld entertainment system, PC and mobile. 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(TM), EA(TM), EA SPORTS Freestyle(TM) and POGO(TM). In fiscal 2008, EA posted GAAP net revenue of \$3.67 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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