



Need for Speed Undercover Races into Stores

Go Undercover with Stunning Gameplay and Live-Action Movies in this Holiday's Biggest Action Racing Adventure

REDWOOD CITY, Calif., Nov 18, 2008 (BUSINESS WIRE) --

Black Box, a studio of Electronic Arts Inc. (NASDAQ:ERTS), announced that *Need for Speed(TM) Undercover* is available at retailers today in North America and on November 21 in Europe. *Need for Speed Undercover* is an action-packed game whose story of pursuit and betrayal takes players back to the series' roots with break-neck cop chases, spectacular highway battles and an expansive open-world.

Need for Speed Undercover features stunning Hollywood-style live-action in-game movies in which the player is recruited by Federal Agent Chase Linh, played by Maggie Q (*Mission Impossible III* and *Live Free or Die Hard*), to go deep undercover in order to infiltrate and takedown a ruthless international crime syndicate. Posing as a wheelman, the player will be required to prove themselves by completing jobs, racing through speedways, dodging cops and chasing rivals.

Need for Speed Undercover also features its signature real-world damage and car customization for over 55 of the hottest licensed vehicles including the Mercedes-Benz SL65 AMG, Audi R8, Porsche 911 GT2 and the all-new unreleased 2009 Nissan 370Z.

The all-new Heroic Driving Engine delivers an unprecedented level of control allowing the player to execute incredible high-performance moves at 180 mph. The player will need to master the Heroic Driving Engine in order to evade the cops and take out opponents while navigating over 100 miles of open roads, including an expansive highway system. These causeways are the setting for the high-speed, high-stake chase sequences that will push the player to the limit. An enhanced new A.I. mechanic delivers a realistic high-energy action driving experience with ultra-aggressive and intelligent cops using actual high-speed pursuit techniques to take the player down.

Need for Speed Undercover is developed by Black Box in Vancouver, B.C. The game will be available for Xbox 360(R) video game and entertainment system, PLAYSTATION(R)3 computer entertainment system for a MSRP of \$59.99. It will be available on the Wii(TM) for a MSRP of \$49.99 and on PCs, the PlayStation^(R)2 computer entertainment system and PSP(R) (PlayStation (R) Portable) for a MSRP of \$39.99. It is also available on the Nintendo DS(TM) for a MSRP of \$29.99. For gamers on the go, they can download the mobile platform for a MSRP that starts at \$2.99. The game is rated T by the ESRB and 12 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 Freestyle™ and POGO™. 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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