



EA Announces that Burnout Paradise The Ultimate Box is Coming in February

Special Edition Lets Players Experience the Ultimate Social Driving Game Now with Pass-the-Pad Party Pack and Additional Content

REDWOOD CITY, Calif., Jan 16, 2009 (BUSINESS WIRE) --

Criterion Games, an Electronic Arts Inc. (NASDAQ: ERTS) studio today announced that *Burnout(TM) Paradise The Ultimate Box* will be available in stores on February 5th in North America exclusively for the PC. For PLAYSTATION(R)3 computer entertainment system and Xbox 360(R) video game and entertainment system owners of *Burnout(TM) Paradise* in North America, the Party pack will be sold separately as a premium download February 5th on the PLAYSTATION(R)Network and Xbox LIVE(R) Marketplace.

Burnout Paradise The Ultimate Box will be available in stores on February 6th in Europe for the PLAYSTATION 3, Xbox 360 and the PC. The Party pack will also be sold separately in Europe February 5th on the PLAYSTATION Network and Xbox LIVE Marketplace.

Burnout Paradise The Ultimate Box is a special edition release that includes the award-winning *Burnout Paradise* game, the previously-released Cagney and Bikes downloadable content updates, plus the brand new *Burnout Paradise Party* pack. The Party pack brings the social fun of *Burnout Paradise* into an offline multiplayer mode where players compete in different stunt, speed and skill events. The mode is designed to allow up to eight friends to "pass-the-pad" in dozens of quick-fire, turn-based challenges. The Party pack will also include a host of new features including a restart option added for racing, easier control of the early vehicles, and for the PLAYSTATION 3 the new *Burnout Paradise Network*. *Burnout Paradise Network* is a live news page that enables players to keep track of friends and keep up with all the latest *Burnout* news from either inside or outside the game.

Burnout Paradise The Ultimate Box marks the debut of the game on PC. The PC version specifically includes multiple monitor displays support, ultra high resolution graphics, motion blur, soft shadow effects and more.

Developed at Criterion Games in Guildford, England, *Burnout Paradise The Ultimate Box* is rated E10+ by the ESRB and 7+ for PEGI. *Burnout Paradise* is available now for \$19.99 on the PLAYSTATION 3 and Xbox 360.

For more information about the game, please go to <http://www.criteriongames.com> or <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: EATM, EA SPORTSTM, EA SPORTS FreestyleTM and POGOTM. 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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EA Games Label

Jino Talens, 650-628-9111

Publicist

jtalens@ea.com

Scott Gamel, 650-628-7286

Senior PR Manager

sgamel@ea.com

Tammy Schachter, 650-628-7223

Senior PR Director

tschachter@ea.com

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