



EA's Burnout Paradise The Ultimate Box for PC Now in Stores

REDWOOD CITY, Calif., Feb 05, 2009 (BUSINESS WIRE) -- Criterion Games, an Electronic Arts Inc. (NASDAQ:ERTS) studio today announced that *Burnout(TM) Paradise The Ultimate Box* is now in stores exclusively for the PC for \$39.99 in North America, with a free "Try Before You Buy" trial version available from the EA Store. *Burnout Paradise The Ultimate Box* is a special edition release that includes the award-winning *Burnout(TM) Paradise* game, the previously-released *Burnout(TM) Paradise Cagney* and *Burnout(TM) Paradise Bikes* downloadable content updates, plus the brand new *Burnout Paradise Party Pack*. The *Burnout Paradise 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.

For PLAYSTATION(R)3 computer entertainment system and Xbox 360(R) video game and entertainment system owners of *Burnout Paradise* in North America, *Burnout Paradise Party Pack* is also available today as a premium sold download for \$9.99 on the PLAYSTATION(R)Network and Xbox LIVE(R) Marketplace.

Burnout Paradise The Ultimate Box will be available on February 6th in Europe on the PLAYSTATION 3, Xbox 360 and the PC. *Burnout Paradise Party Pack* is now being sold in Europe on the PLAYSTATION Network and Xbox LIVE Marketplace.

In addition, Criterion Games will continue to deliver the best possible service to their loyal players by planning to include new features free* of charge. These may include enhancements to early vehicles and events to make them more fun and accessible. More content is expected to be available directly through the new in-game Burnout Store, which is anticipated to launch in March. Players will also be kept up-to-date on all the latest news and developments through the new and improved in-game Criterion Games network.

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. The game is also available on the PlayStation Network for \$19.99 or \$29.99 for *Burnout Paradise The Ultimate Bundle*.

For more information about the game, please go to <http://www.criteriongames.com> or <http://info.ea.com>.

* Internet connection required. Valid Xbox Live or PlayStation Network account required.

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™, EA SPORTS™, 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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