Need for SpeedSHIFT from EA Races into Retail This September

Delivering a True Driver's Experience, Need for Speed SHIFT Pushes Authentic Racing Genre to the Next Level

REDWOOD CITY, Calif., Mar 23, 2009 (BUSINESS WIRE) -- Electronic Arts Inc. (NASDAQ:ERTS) announced today that *Need for Speed(TM) SHIFT,* the all-new authentic racing game in the *Need for Speed* series, will hit stores in Europe on September 17 and North America on September 22, 2009. *Need for Speed SHIFT* brings a true driver's experience to some of the world's most iconic racing tracks, including the storied Brand's Hatch in the UK. The game also features the largest roster of high-performance cars in *Need for Speed* history including race cars such as the Pagani Zonda F, Porsche 911 GT2 and Lotus Elise.

"With *Need for Speed SHIFT*, we set out to create a racing game that pushes the genre and delivers something never before seen in a *Need for Speed* title," said Patrick Soderlund, Senior Vice President at EA Games Europe. "By focusing on the driver's experience through the first-person view, we are able to capture the high-speed intensity and gripping emotions of racing."

Players are thrust into the loud, intense, and athletic experience of racing a car from the driver's perspective through the combination of perception based G-forces, the hyper reality of the cockpit view, and the all-new brutally disorienting crash dynamic. *Need for SpeedSHIFT* features an accurate, accessible physics-based driving model that allows you to feel every impact, every change of track surface and every last bit of grip as you push yourself to the edge.

Need for Speed SHIFT is being developed by Slightly Mad Studios in collaboration with Black Box and Patrick Soderlund. Slightly Mad Studios includes developers and designers that worked on the critically acclaimed games *GT Legends* and *GTR 2*. The PSP version is being developed by EA's Bright Light studio.

Need for Speed SHIFT will be released on PLAYSTATION(R)3 computer entertainment system, Xbox 360(R) video game and entertainment system, PC and PSP(R) (PlayStation(R) Portable) in fall 2009. 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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