



BMW M3 GT2 Races onto the Front Cover of Need for Speed SHIFT from EA

REDWOOD CITY, Calif., May 29, 2009 (BUSINESS WIRE) -- Start your engines! Electronic Arts Inc. (NASDAQ:ERTS) today announced that *Need for Speed(TM) SHIFT* will feature 18 authentic race tracks and over 65 pixel-perfect cars including the one-of-a-kind BMW M3 GT2 that will grace the cover. The spectacular *SHIFT* cover car is one of the fastest, most powerful cars ever to be featured in a *Need for Speed* game. Designed to deliver a true driver's experience, *SHIFT* boasts legendary cars from the past 35 years, each one modeled to deliver an incredible sense of speed and realism.

At Electronic Entertainment Expo (E3) in Los Angeles, gamers will also get a first look at a wide spectrum of the seminal performance machines in the game, including classic cars like the 1972 Nissan Skyline 2000GT-R, renowned tuners like 1995 Mazda RX-7, and ultra-exclusive exotic cars like the 2007 Lamborghini Reventón. The best way to show off these hot rides is to take them for a spin on the track. *Need for Speed SHIFT* features over 50 unique layouts across 18 tracks including real-world locations and fictional circuits. Players can race on world-renowned tracks like the grueling 20 km Nordschleife or meticulously-designed fictional circuits found in Glendale with its steep grades, hairpin corners and blind crests.

"*Need for SpeedSHIFT* is about the intense power and emotion of being behind the wheel and this carefully selected list of cars and tracks was chosen to give players the ultimate driving moment," said Patrick Soderlund, Senior Vice President at EA Games Europe. "*SHIFT* is the evolution of racing genre. We're delivering the first truly immersive driving game by combining perfectly modelled cars and tracks with the dramatic realism of the true driver's experience."

***Need for Speed SHIFT* car roster:**

- 2006 Aston Martin DBR9
- 2009 Audi R8 LMS
- 2008 Audi R8
- 2008 Audi RS 4
- 2007 Audi S3
- 2007 Audi TT 3.2 quattro
- 2006 Audi S4
- BMW M3 E36
- BMW M3 E46
- BMW M3 E92
- 2008 BMW 135i Coupé
- 2009 BMW M3 GT2
- 2007 BMW Z4 M Coupé
- 2008 Bugatti Veyron 16.4
- 2006 Dodge Challenger Concept
- 2008 Dodge Viper SRT10
- Falken Tire 2010 Ford Mustang GT
- 2010 Ford Shelby GT500
- 2007 Ford Focus ST
- 2006 Ford GT
- 2006 Need For Speed Shelby Terlingua
- 1996 Ford Escort RS Cosworth
- 2009 Chevrolet Camaro SS
- 2006 Chevrolet Cobalt SS
- 2006 Chevrolet Corvette Z06
- 2006 Honda Civic Si
- 2000 Honda S2000

2006 Koenigsegg CCX
2008 Lamborghini Gallardo LP560-4
2007 Lamborghini Murciélago LP640
2007 Lamborghini Reventón
2006 Lotus Elise 111R
2007 Lotus Exige S
2005 Maserati MC12 GT1
2008 Mazda MX-5
2006 Mazda RX-8
1995 Mazda RX-7
1994 McLaren F1
2007 Mercedes-Benz SLR McLaren 722 Edition
2007 Mercedes-Benz SL65 AMG
2008 Mitsubishi Lancer EVOLUTION
2006 Mitsubishi Lancer EVOLUTION IX MR-edition
2003 Infiniti G35 (V35)
1997 Nissan 200SX (S14)
2009 Nissan 370Z (Z34)
2006 Nissan 350Z (Z33)
2009 Nissan GT-R SpecV (R35)
2008 Nissan GT-R (R35)
2000 Nissan Silvia (S15) spec.R AERO
1999 Nissan Skyline GT-R (R34)
1972 Nissan Skyline 2000GT-R
1992 Nissan 240SX (S13)
2006 Pagani Zonda F
2010 Pagani Zonda R
2008 Porsche 911 GT2
2009 Porsche 911 GT3 RSR
2006 Porsche 911 GT3 RS
2004 Porsche Carrera GT
2007 Porsche Cayman S
2008 Renault Mégane RS
2007 SEAT Leon CUPRA
2006 Subaru Impreza WRX STi
2007 Lexus LF-A Concept
2008 SCION tC
1986 Toyota Corolla GTS (A86)
2008 Volkswagen Scirocco
2006 Volkswagen Golf GTI

Need for Speed SHIFT track list:

1. Alpental
2. Autopolis International Racing Course
3. Ambush Canyon
4. Brands Hatch
5. Dakota
6. Ebisu Circuit
7. Glendale
8. Hazyview
9. Mazda Raceway Laguna Seca
10. London
11. Miytomi
12. Nordschleife
13. Road America
14. Rustle Creek
15. Silverstone

16. Circuit de Spa Francorchamps
17. Tokyo
18. Willow Springs

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(R) (PlayStation(R) Portable) version is being developed by EA's Bright Light studio.

Need for Speed SHIFT is scheduled to ship in Europe on September 17 and in North America on September 22 on the PLAYSTATION(R)3 computer entertainment system, Xbox 360(R) video game and entertainment system, PC and PSP. More information can be found at www.needforspeed.com or follow us on Twitter at NeedforSpeed. Press can download assets at <http://info.ea.com>.

About Electronic Arts

Electronic Arts Inc. (EA), headquartered in Redwood City, California, a leading global interactive entertainment software company. Founded in 1982, the Company develops, publishes, and distributes interactive software worldwide for video game systems, personal computers, wireless devices and the Internet. Electronic Arts markets its products under four brand names: EA SPORTS™, EA™, EA SPORTS Freestyle™ and POGO™. In fiscal 2009, EA posted GAAP net revenue of \$4.2 billion and had 31 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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SOURCE: Electronic Arts Inc.

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