



EA's Need for Speed SHIFT Puts Racers in Control With All New Driver Profile

Los Angeles Racer Wins the Need for Speed SHIFT Competition, Drives Home in a Brand New 2009 BMW M3

LOS ANGELES, Jun 15, 2009 (BUSINESS WIRE) -- Electronic Arts Inc. (NASDAQ:ERTS) today announced details on the exclusive driver profile system in *Need for Speed(TM) SHIFT*. Driver profile is the ultimate extension of the true driver's experience. Extending through the single player career and online multiplayer modes, driver profile gives each player a unique game experience based on the way each player drives on the track. This exclusive driver profile system pushes the entire racing genre forward.

During this year's Electronic Entertainment Expo (E3) in Los Angeles, EA invited attendees to participate in a *Need for Speed SHIFT* Hero Car Competition that showcased the driver profile. Competitors raced around the Autopolis track in the BMW M3 GT2 hero car generating the highest number of driver profile points. The winner of the *Need for Speed SHIFT* Hero Car Competition, Mitchell Francis, from Los Angeles won a brand new 2009 BMW M3 Coupe.

Driver profile is a tailor-made career mode based on four key game play components:

1. Personality - a player's driving style determines whether they are an aggressive or precise driver.
2. Success - as in every race, the ultimate goal is to finish at the top of the podium.
3. Profile points - every car passed, every corner mastered, every opponent taken out generates profile points.
4. Badges - these unique icons bring individuality and style to each player's driver profile, as each player races and completes top achievements.

As a player's driver profile develops through the course of the game, it creates rivalries, triggers specific challenges and even unlocks vehicles and customization options. *Need for Speed SHIFT*'s multiple reward systems keeps players in each race regardless of their position.

"The new driver profile feature in *Need for Speed SHIFT* gives players full control of how they progress through game," said Patrick Soderlund, Senior Vice President of EA Games Europe. "In *SHIFT*, how you drive is who you are behind the wheel."

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(R) system. 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, is 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>.

EA, EA SPORTS, EA Mobile, POGO and Need for Speed are trademarks or registered trademarks of Electronic Arts Inc. in the U.S. and/or other countries.

SOURCE: Electronic Arts Inc.

Electronic Arts Inc.

Dana Sissons, 604-456-5004

Sr. Publicist

dsissons@ea.com

Peter Nguyen, 650-628-3607

Sr. PR Manager

pnguyen@ea.com

Tammy Schachter, 650-628-7223

Sr. PR Director

tschachter@ea.com

Copyright Business Wire 2009