



Need for Speed NITRO Brings Adrenaline-Fueled Racing to Retailers on November 17

Get in Gear for the Fun and Exhilaration of High-Speed Racing this Holiday

REDWOOD CITY, Calif., Jul 22, 2009 (BUSINESS WIRE) -- Electronic Arts Inc. (NASDAQ: ERTS), announced today that *Need for Speed(TM) NITRO*, the first ever *Need for Speed* title made exclusively for the Wii(TM) and Nintendo DS(TM) will ship to retailers worldwide on November 17th. This holiday, gamers must battle through the mayhem of relentless cops, master the art of drifting to gain boost at 200 mph, and prove themselves across five exotic cities at blistering speeds.

"Need for Speed NITRO offers fun and intense competition for every type of gamer," said Joe Booth, Senior Producer, EA Montreal. "The varied track designs, deep controls, and intuitive drift and nitro mechanics give players something to come back to for months on end. We wanted to fuse together attitude with car culture and the best of arcade racing, to create a new and unique racing experience for the Wii and NDS this November."

Boasting support for the Wii Remote, Nunchuk, racing wheel, classic controller, GameCube controller and DS stylus, *Need for Speed NITRO* lets players decide exactly how they want to dominate the competition. For the ultimate bragging rights, gamers can't just win the race, they must own it. With a nearly limitless visual customization system, gamers can design a unique art style to attach to their ride. As they edge out competitors in driving finesse, their art will overtake the world, vibrantly painting the story of racing supremacy. All this combined with fresh modes, tracks and exotic real world locations make *Need for Speed NITRO* one of the most exciting, heart-pounding arcade racers for the Wii and Nintendo DS.

Need for Speed NITRO recently received IGN's "Best Racing Game" award for the Wii and Nintendo DS. *Need for Speed NITRO* is developed by EA Montreal in Montreal and is not yet rated by the ESRB and PEGI.

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: EATM, EA SPORTSTM, EA MobileTM and POGOTM. 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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Photos/Multimedia Gallery Available: <http://www.businesswire.com/cgi-bin/mmq.cgi?eid=6011966&lang=en>.

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