



Need for Speed NITRO Teams Up With tokidoki, Upper Playground and i am 8-bit to Deliver High Octane Style This November

This Holiday's Most Exhilarating Nintendo Racer Collaborates With Cutting Edge Lifestyle Brands to Design Exclusive In-Game Cars

REDWOOD CITY, Calif., Aug 13, 2009 (BUSINESS WIRE) -- EA Montreal, an Electronic Arts Inc. studio (NASDAQ:ERTS), announced today that it is collaborating with lifestyle brands tokidoki, Upper Playground and i am 8-bit to create exclusive in-game car designs and artwork for *Need for Speed(TM) NITRO* on the Wii(TM). Each brand has created custom skins for a wide variety of vehicles including the Lamborghini Gallardo, Dodge Challenger, Dodge Charger R/T, Volkswagen Type 2 and Subaru Impreza WRX. They have also provided over 140 stylistic brushes that players can use to paint and personalize their ride. The cars in *Need for Speed NITRO* have style, personality and edge unlike any racing game.

The tokidoki brand is one of today's most popular lines of apparel, accessories, toys, skateboard decks and other merchandise. The brand is characterized by a colorful, high-energy artistic style, while the word tokidoki means "sometimes" in Japanese. The name represents the company's world view around identity and destiny. tokidoki was founded by Simone Legno and his partners and started as a personal web site before it evolved into an internationally celebrated brand.

Upper Playground is a cutting-edge, San Francisco based brand that brings graffiti culture to all types of street wear such as t-shirts, hats and hoodies as well as housewares and wall art. The Upper Playground punk rock art style has defined it as one of today's hottest brands among musical tastemakers and Hollywood trendsetters.

i am 8-bit is an artistic collective that brings together over 100 artists reinterpreting their favorite old-school video game characters in a variety of media, including paintings, plush, sculpture, and even interactive pieces. The art is showcased at an annual exhibition held in Los Angeles, California every year since 2005.

"tokidoki, Upper Playground and i am 8-bit create art with distinct and cutting edge personalities," said Gil Rimmer, Art Director, EA Montreal. "With *Need for Speed NITRO*, we wanted to give players a variety of ways to customize their vehicles, introducing vivid and fresh urban art styles that have never been seen in racing games before."

Developed specifically for the Wii and Nintendo DS(TM), *Need for Speed NITRO* delivers the fun and exhilaration of high-speed racing with blazing visuals and deep gameplay. *Need for Speed NITRO* features a deep and intuitive visual customization system that lets gamers trick out their car's appearance as well as design a unique art style to attach to their ride. Ultimate bragging rights are at stake as the player's personalized art style overtakes the world when they edge out their competitors for first place, vibrantly painting their story of racing dominance.

Shipping on November 17, 2009, *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 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>.

About tokidoki

tokidoki, the design driven lifestyle brand started by Italian artist Simone Legno and his partners, Pooneh Mohajer-Arnold and Ivan Arnold, is a study in contrasts. Roman born Legno is both fascinated and charmed by Japanese culture, so the name tokidoki, which means "sometimes" in Japanese, was chosen because "everyone waits for moments that change one's destiny." tokidoki products include apparel, accessories, footwear, eyewear, watches, stationery and toys. tokidoki is sold internationally at retailers such as Nordstrom, Macy's, Fred Segal, Karmaloop and in its own retail stores in Milan, Italy and SoHo, New York. For more information, please visit www.tokidoki.it

About Upper Playground

Based in San Francisco, CA, Upper Playground is the leader in today's progressive art movement with its innovative apparel and accessories line and FIFTY24 art galleries. Since 1999, Upper Playground has been recognized as a catalyst for the fusion of fashion with fine art. UP apparel and accessories are designed by local and international artists including Sam Flores, Jeremy Fish, Estevan Oriol, David Choe, and Alex Pardee. The Upper Playground collection is sold in over 300 boutiques worldwide and online. In addition, Upper Playground has stores and galleries in San Francisco, Berkeley, Sacramento, Los Angeles, Portland, Seattle, New York, Mexico City and London.

About i am 8-bit

Founded in 2004, i am 8-bit Productions is a burgeoning lifestyle brand. Originally conceived as an annual group art exhibition held in Los Angeles, California, i am 8-bit has since produced an array of custom, headline-grabbing promotional items, merchandise and specialty consumer events for Nintendo of America, Electronic Arts, 20th Century Fox, The Walt Disney Company, Capcom Entertainment, New Line Cinema, and many others. www.iam8bit.com

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Photos/Multimedia Gallery Available: <http://www.businesswire.com/cgi-bin/mmg.cgi?eid=6028590&lang=en>

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