



Need for Speed SHIFT Races to Stores September 15 with Adrenaline-Pumping Global Soundtrack

Authentic Racing Experience Fueled By Kanye West, The Prodigy and More

REDWOOD CITY, Calif., Sep 10, 2009 (BUSINESS WIRE) -- Electronic Arts Inc. (NASDAQ:ERTS) today announced the track list that will propel players to the finish line in *Need for Speed(TM) SHIFT* when it hits retail stores in North America on September 15 (in stores across Europe on September 17, 2009). The *SHIFT* soundtrack features some of today's most influential hip hop and rock artists including Kanye West, The Prodigy, Kasabian, and MSTRKRFT. Each song was hand selected to provide a pounding score that matches the intensity and bone-crushing power of this year's *Need for Speed*.

The game has already received several positive reviews including one from Official Xbox Magazine which referred to *Need for Speed SHIFT* as a "brilliant turn in a new direction" and "deep and addictive."

"Intense music has always fueled the sound of *Need For Speed*," said Steve Schnur, Worldwide Executive of Music and Music Marketing at EA. "For *SHIFT*, we truly went underground to bring together some of the edgiest new tracks in electronic music, hip-hop and rock from around the world. These artists are the radical equivalents of real outlaw racing. The result is a white-knuckle soundtrack of pure global adrenaline."

The complete soundtrack is listed below. To hear samplings of each song, please visit www.ea.com/eatrax/.

Artist	Song
Buraka Som Sistemafeat. Pongolove	Kalemba (Wegue-Wegue)
Chase And Status feat. Plan B	Pieces
Deadmau5	Ghosts N Stuff
Eagles Of Death Metal	Anything 'Cept the Truth
Fort Knox 5 feat. Asheru	Insight (The Nextmen Remix)
Gallows	I Dread The Night
In Case Of Fire	This Time We Stand
Jamal	Pull Up
Kanye West	Paranoid (Part 2)
Kasabian	Underdog
The King Blues	The Streets Are Ours
Mala Rodriguez	Te Convierto
Mando Diao	Mean Street
MSTRKRFT feat. E-40	Click Click
N.A.S.A.	Whachadoin? Feat. Spank Rock, MIA, Santigold and Nick Zinner
The Prodigy	Run With The Wolves
The Qemists feat Mike Patton	Lost Weekend
Regular John	Transmitter
Rootbeer	Under Control
Shinichi Osawa	Electro 411 (Lies In Disguise Mix)
Spoon Harris & Obernik	Baditude
TOKIO	Dogonim
Twisted Wheel	Oh What Have You Done
Two Fingers feat. Sway	High Life

Need for Speed SHIFT is the first racing game that accurately reproduces the intense physical and emotional experience of being behind the wheel of a race car. *SHIFT*'s true driver's experience redefines the racing genre with the combination of real world physics and perception based G-forces including the brutal first person crash dynamic, to create a cockpit view that is easily the most realistic and intensive racing perspective ever.

Need for Speed SHIFT is available for 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. Microsoft, Xbox and Xbox 360 are trademarks of the Microsoft group of companies. "PlayStation" is a registered trademark of Sony Computer Entertainment Inc.

SOURCE: Electronic Arts Inc.

EA Public Relations

Dana Sissons, 604-456-5004

dsissons@ea.com

Peter Nguyen, 650-628-3607

pnguyen@ea.com

Tammy Schachter, 650-628-7223

tschachter@ea.com

Copyright Business Wire 2009