



Get into the Drivers Seat with Need for Speed SHIFT

Award-Winning SHIFT is Heralded by Game Critics as One of the Best Need for Speed Games Ever

REDWOOD CITY, Calif., Sep 15, 2009 (BUSINESS WIRE) -- Electronic Arts Inc. (NASDAQ:ERTS) today announced that *Need for Speed(TM) SHIFT* hits retail stores today in North America and across Europe on September 17. Receiving high marks from the top videogame media including a nine out of 10 from IGN PlayStation: The Official Magazine and Official Xbox Magazine. *Need for Speed SHIFT* delivers a true driver's experience with a stunning cockpit view, deep career mode and amazing car roster.

Need for Speed SHIFT redefines the racing genre with the combination of real world physics with perception based G-forces. The game includes a brutal first person crash dynamic to create an immersive cockpit view. When combined with the all-new driver profile, which gives each player a unique persona based on their driving skill and style, *Need for SpeedSHIFT* is the most realistic and intensive authentic racing game ever.

"Without a doubt, *Need for Speed SHIFT* is the first racing game that accurately delivers the physical and emotional sensation of being behind the wheel of a race car," said Patrick Soderlund, Senior Vice President of EA Games Europe. "I'm confident this game not only reinvigorates the entire *Need for Speed* franchise but it actually changes the way people will view and appreciate racing games."

Need for Speed SHIFT is available for the PlayStation(R)3 computer entertainment system, Xbox 360(R) video game and entertainment system, PC, PSP(R) (PlayStation(R)Portable) system and iPhone. 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>.

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