



## EA's Need for Speed SHIFT Launches with a Jaw-Dropping Increase in Critical Scores

### Game Quality Index Sees 28-Point Jump Year Over Year

REDWOOD CITY, Calif., Sep 16, 2009 (BUSINESS WIRE) -- Electronic Arts Inc. (NASDAQ:[ERTS](#)) today announced that *Need for Speed(TM) SHIFT* has earned top scores at dozens of critical gaming outlets, positioning it for a spectacular launch. With a perfect 100 from GameSpy.com and G4TV.com, and 90+ scores from IGN.com, Official Xbox Magazine, PlayStation: The Official Magazine, Team Xbox.com, Game Daily.com, Gametrailers.com and more, *Need for Speed SHIFT* is the highest rated *Need for Speed* game in years. *Need for Speed SHIFT* has proven that EA's decentralized development strategy has delivered critical success. The storied franchise returns today with an authentic race experience that offers a unique cockpit view and thunderous engines racing at break-neck speeds. On launch date - September 15 - the game clocked a critical average of 87 on the PlayStation(R)3 computer entertainment system and 86 on Xbox 360 videogame and entertainment system; a 28 point leap on the PlayStation 3 console and 22 point jump on Xbox 360 over last year's game.\*

"*SHIFT* marks a stunning comeback for the *Need for Speed* franchise," said Senior Vice President of Marketing Jeff Karp. "I don't remember when the game has ever looked better. The double-digit improvement in critics' scores reflects the game's tremendous innovation and places *Need for Speed* as the best racing game of 2009."

*Need for Speed SHIFT* redefines the racing genre by combining real world physics with perception based G-forces. The game introduces a brutal first-person crash dynamic that creates an unparalleled immersive experience. The signature cockpit view delivers a true driver's experience. *Need for Speed SHIFT* further personalizes the experience through the all-new driver profile -- a unique persona based on the driving skill and style of each player. *Need for Speed SHIFT* is the most realistic and intensive authentic racing game ever.

*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(TM). More information can be found at [www.needforspeed.com](http://www.needforspeed.com) or follow us on Twitter at NeedforSpeed. Press can download assets at <http://info.ea.com>.

\* According to Metacritic.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(TM), EA(TM), EA SPORTS Freestyle(TM) and POGO(TM). 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](http://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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