



Complete Need for Speed Missions on Twitter for a Chance to Win a Brand New BMW M3

REDWOOD CITY, Calif., Sep 22, 2009 (BUSINESS WIRE) -- Electronic Arts Inc. (NASDAQ:ERTS) today announced that it is giving away a brand new 2010 BMW M3 via Twitter. *Need for Speed* is posting five daily Twitter missions challenging followers to complete various challenges to win the BMW M3 as well as other great prizes including copies of *Need for Speed SHIFT*, an Xbox 360 and wireless racing wheel, concert tickets, and more.

The rules are simple - the more missions you complete, the greater your chances are of winning the BMW M3 (up to five entries per person if you complete all five missions). To be eligible to win the *Need for Speed M3 Missions Sweepstakes*, you need to be 18 years or older and a resident of the United States. You also need to follow @NeedforSpeed on Twitter and complete at least one of the five missions. For a complete breakdown of the rules, visit www.needforspeed.com.

With a perfect score 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* 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 SpeedSHIFT* is the most realistic and intensive authentic racing game ever.

Need for Speed SHIFT is now available on the PlayStation(R)3 computer entertainment system, Xbox 360(R) video game and entertainment system, PC, PSP(R) (PlayStation(R)Portable) system and coming soon on the iPhone(TM). 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 Mobile™ 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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SOURCE: Electronic Arts Inc.

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