



Need for Speed NITRO Goes Gold

This Holiday's Hottest Arcade Racer Speeds to Retailers Powered by an Electrifying International Soundtrack

REDWOOD CITY, Calif., Oct 19, 2009 (BUSINESS WIRE) -- Electronic Arts Inc. (NASDAQ:ERTS) today announced that the award-winning *Need for Speed(TM) NITRO* has gone gold and will be in stores early, arriving to retailers on November 3rd in North America and on November 6th in Europe. Developed specifically for the Wii and Nintendo DS, *Need for Speed NITRO* captures the fun and exhilaration of arcade racing, thrusting players into a world of blazing speed where they must dominate the competition at 200 MPH. Complementing the thrilling gameplay is an adrenaline-charged soundtrack that features songs from some of the world's most celebrated and innovative artists including k-os, Placebo and Crystal Method.

"This soundtrack musically exemplifies the intensity, attitude and adrenaline of *Need for Speed NITRO*," said Steve Schnur, Worldwide Executive of Music and Music Marketing at EA. "This energetic collection of rock, electronic and hip hop, matches the incredible speed and intensity of a game experience players will never forget."

"Our vision was to create something unique on the Nintendo platforms," said Joe Booth, Senior Producer. "*Need for Speed NITRO* combines the franchise's trademark attitude, sense of speed and addictive gameplay with the approachability and pick up and play of Nintendo."

Need for Speed NITRO delivers the thrill of high-speed racing to all types of gamers with exciting gameplay, accessible controls, and competitive multiplayer events. Recently crowned IGN's Best Racing Game on the Wii(TM) and Nintendo DS(TM) at this year's Electronic Entertainment Expo, *Need for Speed NITRO* is one of this holiday's most fun and exciting arcade racers.

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

Artist	Song
Alex Metric	What Now
Bloody Beetroots feat. Cool Kids	Awesome
Crookers feat. Wiley and ThomasJules	Business Man
Crystal Method feat. LMFAO	Sine Language
Danko Jones	Code Of The Road
Dizzee Rascal and Armand Van Helden	Bonkers
Drumagik	Make It Rock
Earl Greyhound	Oye Vaya
edIT feat. Wale and Tre'	Freaxxx
Evil 9	All The Cash (Alex Metric Remix) Feat. El-P
Hollywood Holt	Can't Stop
k-os	FUN!
Lady Sovereign	I Got You Dancing
Major Lazer feat. Mr.Lex & Santigold	Hold The Line
Matt & Kim	Daylight (Troublemaker Remix)
Mickey Factz	Yeah Yeah
Pint Shot Riot	Not Thinking Straight
Placebo	Breathe Under Water
Rise Against	Kotov Syndrome

Roots Manuva	Buff Nuff
Rye Rye	Hardcore Girls
Street Sweeper Social Club	Fight! Smash! Win!
Taking Back Sunday	Lonely Lonely
The Enemy UK	No Time For Tears
The Gay Blades	O Shot (Dmerit Remix)
Two Fingers feat. Sway	Jewels And Gems

Developed by EA Montreal, *Need for Speed NITRO* is available on the Wii and Nintendo DS and is rated E10+ by ESRB and 7+ by 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: EA™, EA SPORTS™, 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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