



Need for Speed NITRO Races Into Stores Today

Take Home This Holiday's Hottest Arcade Racer for the Wii and Nintendo DS

REDWOOD CITY, Calif., Nov 03, 2009 (BUSINESS WIRE) -- Electronic Arts Inc. (NASDAQ:ERTS) today announced that the award-winning *Need for Speed*(TM) *NITRO* is in stores across North America and will hit store shelves in Europe on November 6. Developed specifically for the Wii(TM) and Nintendo DS(TM), *Need for Speed NITRO* brings an unrivaled sense of speed to the streets as players evade cops and take down competitors to become the world's top racer.

"*Need for Speed NITRO* pushes the limits of racing on the Nintendo platforms to deliver the ultimate racer of the holiday," said Joe Booth, Senior Producer. "With deep track designs and intense speeds, as well as accessible controls, *NITRO* promises insanely competitive races that will appeal to all levels of players."

Need for Speed NITRO features a very diverse and impressive list of the world's hottest muscle cars, exotics, and tuners including the Tesla Roadster, Pagani Zonda, Audi R8 and the Nissan Skyline. Players can custom-design their own ride with an incredibly deep yet intuitive visual customization system that lets players hit the streets in style with their personalized dream car. The game also includes unlockable cars that feature exclusive skins designed by lifestyle brands, tokidoki, Upper Playground and i am 8-bit.

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 including four player co-op career mode. Recently crowned IGN's Best Racing Game on the Wii and Nintendo DS at this year's Electronic Entertainment Expo, *Need for Speed NITRO* is this holiday's most fun and exciting arcade racing game.

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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