



## **Need for Speed SHIFT Now Available on the App Store**

### ***World's #1 Racing Franchise Shifts Onto iPhone and iPod touch***

LOS ANGELES, Dec 18, 2009 (BUSINESS WIRE) -- EA Mobile(TM), a division of Electronic Arts Inc. (NASDAQ:ERTS), today announced the availability of *Need for Speed(TM) SHIFT* on the App Store<sup>SM</sup>. Specifically engineered for iPhone(R) and iPod touch(R), this aggressive, high RPM game is back to invigorate screens with adrenaline pumping driving simulations, pixel perfect cars and a range of pro circuits from around the world. The *Need for Speed SHIFT* app allows players to enjoy an engine roaring multiplayer experience using innovative Bluetooth and Wi-Fi connectivity, and includes brand new features guaranteed to provide the most exciting racing experience on the iPhone and iPod Touch.

"*Need for Speed SHIFT* brings the power and thrill of high-performance racing to iPhones and iPod touches everywhere," said Travis Boatman, VP of Worldwide Studios at EA Mobile. "The game delivers the full throttle racing and drifting that players have come to expect from the *Need for Speed* series, while offering intuitive controls, deep customization options and incredibly realistic graphics, optimized for 3GS devices."

Racers can hop into the driver's seat in 20 of the fastest, hottest, most powerful cars in the world in *Need for Speed SHIFT*, and compete on stretches of asphalt in Chicago, London, and Tokyo in up to 28 street and pro racing events. Players can also enjoy upgrade features, such as top speed, handling, acceleration, and nitrous boosts. The all-new driver profile is the ultimate extension of the true driver's experience, giving each player a unique persona based on their racing skills and style. Driver profiles can impact a player's overall career progression, even affecting how they unlock cars. In *Need for Speed SHIFT*, it's all about being in control while pushing yourself to the edge. How you drive is who you are behind the wheel.

The *Need for Speed SHIFT* app is available globally from the App Store on iPhone and iPod touch, or at <http://www.itunes.com/appstore>.

For information on pricing for all EA Mobile games, visit [www.eamobile.com](http://www.eamobile.com). To follow EA Mobile on Twitter visit <http://twitter.com/eamobile>.

*Need for Speed SHIFT* is also available on the PlayStation3, Xbox 360, PC, and PSP(R) (PlayStation(R)Portable) system. More information can be found at [www.needforspeed.com](http://www.needforspeed.com) or follow us on Twitter at NeedforSpeed.

### **About EA Mobile**

EA Mobile(TM) is the world's leading wireless entertainment publisher with award-winning games such as *Tetris(R)*, *Bejeweled (R)*, *The Sims(TM)*, and *Need For Speed(TM)*. The EA Mobile portfolio also includes casual games based on the company's partnership with Hasbro, Inc. including MONOPOLY, YAHTZEE and SCRABBLE (in the U.S. and Canada) as well as sports blockbusters from the EA SPORTS(TM) brand, including Madden NFL Football, FIFA Soccer and NASCAR(R). EA Mobile develops games for multiple mobile platforms including mobile phones, smartphones, the iPhone(TM)(R) and iPod(R). For more information about EA Mobile, please visit [www.eamobile.com](http://www.eamobile.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(TM), EA SPORTS(TM), EA Mobile(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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