



## Ferrari Races into Need for Speed SHIFT

### ***Ferrari Racing Pack Features 10 Glorious New Cars and Extended Career Mode Available Exclusively on the Xbox 360***

REDWOOD CITY, Calif., Feb 08, 2010 (BUSINESS WIRE) -- Electronic Arts Inc. (NASDAQ:ERTS) today announced that, after a seven year hiatus, the venerable automaker and elite racing brand Ferrari is returning to *Need for Speed*. On February 16<sup>th</sup>, players of *Need for Speed(TM) SHIFT* will be able to download a content pack that delivers 10 extraordinary Ferrari cars including the 430 Scuderia and the ultra-rare FXX and F50 GT. Now, *Need for Speed SHIFT* players will feel the rush of being in the driver's seat, realizing the true driver's experience of being behind the wheel of a Ferrari car.

The Ferrari Racing pack is the latest downloadable content for *Need for Speed SHIFT* and will be available worldwide today exclusively on the Xbox 360(R) video game and entertainment system for \$10.00 or 800 Microsoft Points (*Need for Speed SHIFT* and Xbox LIVE(R) account required).

In addition to 10 new cars, the Ferrari Racing Series will also extend *SHIFT*'s career mode with 46 new Ferrari specific challenges designed for the Ferrari cars to participate in including hot laps, eliminators, endurance races and a world tour. Completing the perfect Ferrari package are an additional 125 gamerpoints as a reward for undertaking various exciting challenges. All Ferrari cars can also be taken online where players can prove who has the skills to master these high-performance Italian racing machines.

The Ferraris available include:

1. 1996 Ferrari F50 GT
2. 2005 Ferrari F430 Spider
3. 2005 Ferrari FXX
4. 2005 Ferrari Superamerica
5. 2006 Ferrari 599 GTB Fiorano
6. 2006 Ferrari F430 Challenge (*Online/Quick event only*)
7. 2006 Ferrari F430 GTC (*Online/Quick event only*)
8. 2007 Ferrari 430 Scuderia
9. 2008 Ferrari California
10. 2008 Ferrari 16M Scuderia Spider

"*Need for Speed* is recognized globally for showcasing amazing cars, including some of the world's most desirable high-performance vehicles," said Keith Munro, vice president at EA. "We are thrilled to be partnering again with Ferrari."

*Need for Speed SHIFT* features an intense first-person crash dynamic and a signature cockpit view that delivers a true driver's experience. The game further personalizes the experience through the all-new driver profile -- a unique persona based on the driving skill and style of each player. With a perfect '10' 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* is the highest rated *Need for Speed* game in years.

*Need for Speed SHIFT* is now available on the PlayStation(R)3 computer entertainment system, Xbox 360, PC, PSP(R) (PlayStation(R)Portable) system, mobile and the 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>.

### **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](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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