



Need for Speed SHIFT Expands the True Driver's Experience With Exotic Racing Series Pack

Get in the Race with Seven Celebrated New Cars on the New Riviera Track

REDWOOD CITY, Calif., Mar 09, 2010 (BUSINESS WIRE) -- Electronic Arts Inc. (NASDAQ:ERTS) today announced the all-new Exotic Racing Series pack for *Need for Speed SHIFT*. On March 18th, gamers will have access to seven phenomenal new cars and an amazing new track in the game. Highlighting this exclusive pack of cars are the McLaren MP4-12C and the legendary BMW M1. Players won't find more brilliance, innovation, or drama than in these magnificent machines, where each is a potent mix of race car and road car. The Exotic Racing Series pack will be available worldwide on the PlayStation(R)3 computer entertainment system for \$10.00 or the Xbox 360(R) video game and entertainment system for \$10.00 or 800 Microsoft Points*.

Over 50 exciting new events have also been created specifically for these cars including time challenges, endurance and sprint races. The challenging and spectacular new Riviera track boasts four unique layouts, each with daring corners, multiple blazing straight-aways and a few hairpins that will push these cars to the limit. Players that complete the package will receive an additional 125 Microsoft gamerpoinsts or 5 PlayStation Trophies as a reward for undertaking various exciting challenges.

The Exotic Racing Series pack cars include:

1. Alfa Romeo 8C Competizione
2. BMW M1 Procar
3. GUMPERT apollo
4. Honda NSX
5. McLaren MP4-12C
6. Maserati GranTurismo S
7. Mercedes-Benz SLR McLaren Stirling Moss

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, Xbox 360, PC, PSP(R) (PlayStation(R)Portable) system, mobile and 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>.

* *Need for Speed SHIFT* and Xbox LIVE(R) or PlayStation Network account required

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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