



## EA Launches Beta for Need for Speed World

### ***Need for Speed World is the First Massively Multiplayer Online Action Racing Game***

VANCOUVER, BC, Mar 16, 2010 (BUSINESS WIRE) -- Black Box, a studio of Electronic Arts Inc. (NASDAQ:ERTS), today announced that the closed beta for *Need for Speed(TM) World*, the massively multiplayer online action racing game has begun. Over the course of the next few months, thousands of players worldwide will have the opportunity to claim one of the limited slots in the PC beta test by enlisting at [world.needforspeed.com](http://world.needforspeed.com). *Need for Speed World* testers will be the first in the world to get an insider's look at this hotly anticipated racing MMO, and their constructive feedback will go straight back to the development team to help add polish, finesse and tuning to the final product.

"*Need for Speed World* is the world's first MMO racer - a completely new entertainment experience for speed junkies all over the world," said John Doyle, *Need for Speed World* Senior Producer. "We have expanded *Need for Speed's* classic adrenaline fueled racing with an all-new power up system and deep RPG style progression to create a truly massive, socially-connected white-knuckle *Need for Speed* experience."

*Need for Speed World* brings together best in class action racing with an unparalleled social experience. For the first time in a racing game, players will be able to compete against any one of their friends, family or pick from thousands of top ranked players to challenge in intense online battles and police pursuits across 150 miles of sprawling open world. *Need for Speed World* takes the well known and popular cities from *Need for Speed Most Wanted* and *Need for Speed Carbon* to create the biggest, most exciting race world ever released in the *Need for Speed* universe.

*Need for Speed World* will be available this summer on the PC. More information and details on the beta test can be found at [world.needforspeed.com](http://world.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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