



Need for Speed World Races onto PCs This July

Go Online and Become a Street Racing Legend in the Massive Need for Speed World

VANCOUVER, British Columbia, May 27, 2010 (BUSINESS WIRE) -- Electronic Arts Inc. (NASDAQ:ERTS), today announced that *Need for Speed(TM) World*, the massively multiplayer online action racing game, will go live on July 20, 2010. *Need for Speed World* thrusts gamers into an enormous, socially-connected white-knuckle *Need for Speed* experience featuring an all-new power-up system and deep RPG style progression.

Beginning July 20th, *Need for Speed World* will be available as a free client download at world.needforspeed.com. The free client gives gamers a taste of the action with access to all races, pursuits and career progression up to level 10.

Players looking for the ultimate experience can purchase the *Need for Speed World* Starter Pack which includes a credit for \$20 worth of SpeedBoost, full access up to level 50, a bundle assortment of power-ups like Nitrous and Traffic Magnet to help you get started, and an exclusive limited edition vehicle - all for MSRP \$20*. Owners of the Starter Pack also get the added benefit of being able to purchase items like power-ups, double XP periods and even rental cars starting at just a few cents.*

Players who pre-order *Need for Speed World* will have a one-week headstart to the game on July 13th, with increased Rep (XP) gain for the duration of the headstart event and guaranteed access to all upcoming *Need for Speed World* beta events. Finally, players will also be able to reserve their driver names in advance of the game going live and have VIP status permanently displayed in their driver profile. Pre-orders are available now at eastore.ea.com or at participating digital retailers nationwide.

Need for Speed World brings together best in class action racing with an unparalleled social experience. Players can 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* combines new content with the most 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 is being developed by Black Box, an Electronic Arts studio. *Need for Speed World* will be available on July 20, 2010. More information and details on the beta test can be found at world.needforspeed.com or follow us on Twitter at NeedforSpeed. Press can download assets at <http://info.ea.com>.

*Conditions and restrictions apply. See details at point of purchase.

About Electronic Arts

Electronic Arts Inc. (EA), headquartered in Redwood City, California, is the world's leading interactive entertainment software company. Founded in 1982, the Company develops, publishes, and distributes interactive software worldwide for video game systems, personal computers, cellular handsets and the Internet. Electronic Arts markets its products under four brand names: EA SPORTS™, EA™, EA SPORTS Freestyle™ and POGO™. In fiscal 2010, EA posted GAAP net revenue of \$3.7 billion and had 27 titles that sold more than one million units. 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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