



Need for Speed Hot Pursuit Hits the Streets on a Nationwide Seven-City Tour

Experience the Intensity of Cops versus Racers in the Ultimate Racing Videogame for the Connected Generation

REDWOOD CITY, Calif., Jun 30, 2010 (BUSINESS WIRE) -- Electronic Arts Inc. (NASDAQ:ERTS) today announced *Need for Speed(TM) Hot Pursuit On Tour*, a seven-city event that will take this year's hottest racing videogame directly to fans before its release in November. Each stop on the *Need for Speed Hot Pursuit On Tour* will take place at a hot local venue, will feature world renowned hip hop and rock artists and will showcase an assortment of the world's sexiest exotic cars including a one-of-a-kind Lamborghini cop car. The tour runs from July to November, culminating with the game's launch on Nov. 16. Attendees will get hands-on with the game, making them the first to play the game before it hits stores this holiday. *Need for Speed Hot Pursuit* recently won the prestigious 'Best Racing Game' award at the Electronic Entertainment Expo from top media outlets including Game Informer, X-Play and G4tv.com, IGN, 1UP.com and Electric Playground.

Need for Speed Hot Pursuit On Tour kicks off on July 14 at the Manhattan Classic Car Club in New York City, headlined by the 'godfather of mash-ups,' DJ Z-Trip. To attend an event, register at <http://www.needforspeed.com>. Space is limited.

The full 7-city tour includes:

- New York, July 14
- Chicago, Aug. 5
- Seattle, Sept. 4
- San Francisco, Sept. 11
- Austin, Oct. 7
- Miami, Oct. 21
- Los Angeles, Nov. 16

"*Need for Speed Hot Pursuit* puts players and their friends at the heart of the game. This game is about the heat of competition, cops versus racers, taking down your friends and showing them who owns the streets. These events celebrate that spirit of one-upmanship by getting friends together to play together, even before the game is released," said Keith Munro, VP of marketing at EA.

In *Need for Speed Hot Pursuit* players experience the thrill of the chase and the rush of the escape as they play through full careers as both a cop and a racer - solo or connected. The blistering speeds, brutal busts and heart-stopping getaways are all connected via *Need for Speed Autolog*. This groundbreaking network connects friends for epic head-to-head pursuits and races, and also enables players to compare performances and stats for the ultimate social racing competition.

Developed by Criterion Games, *Need for Speed Hot Pursuit* will be available on Nov. 16, 2010 in North America and on Nov. 18 and 19, 2010 in Europe on the Xbox 360(R) videogame and entertainment system, PlayStation(R)3 computer entertainment system and PC. *Need for Speed Hot Pursuit* will also be available on the Wii(TM) and is being developed by Exient.

For more of the latest news, venue updates and information on *Need for Speed Hot Pursuit On Tour*, please visit <http://www.needforspeed.com>. Or become a fan on Facebook at <http://www.facebook.com/needforspeed> and follow us on Twitter <http://www.twitter.com/needforspeed>.

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™, EA SPORTS™, EA Mobile™ 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>.

EA, EA SPORTS, EA Mobile, POGO and Need for Speed are trademarks of Electronic Arts Inc. The names, designs, and logos of all products are the property of their respective owners and used by permission. Microsoft and Xbox 360 are trademarks of the Microsoft group of companies. "PlayStation" are registered trademarks of Sony Computer Entertainment Inc. Wii is a trademark of Nintendo. All other trademarks are the property of their respective owners.

SOURCE: Electronic Arts Inc.

Electronic Arts Inc.

Jino Talens, 650-628-9111

Sr. Publicist

jtalens@ea.com

or

Dana Sissons, 604-456-5004

PR Manager

dsissons@ea.com

or

Peter Nguyen, 650-628-3607

PR Director

pnguyen@ea.com

or

Tammy Schachter, 650-628-7223

VP, EA Games Label PR

tschachter@ea.com

Copyright Business Wire 2010