



## EA Announces Need for Speed Hot Pursuit Limited Edition

COLOGNE, Germany, Aug 17, 2010 (BUSINESS WIRE) -- Criterion Games, a studio of Electronic Arts (NASDAQ:ERTS) today announced a Limited Edition version of *Need for Speed(TM) Hot Pursuit*, this holiday's hottest action racing game. *Need for Speed Hot Pursuit* is bringing the intensity of cops vs. racers to the connected generation. The Limited Edition features six of the world's fastest cars that players can use to race and chase their friends, right out of the box. Available at participating retailers at the same price as the standard version, the Limited Edition packs added value for speed junkies, while supplies last.

The *Need for Speed Hot Pursuit* Limited Edition delivers six exotic cars; Alfa Romeo 8C Competizione, Ford Shelby GT500, Audi TT RS Coupé, Chevrolet Camaro SS, Porsche Cayman S and Dodge Challenger SRT8. The Alfa Romeo 8C Competizione and Ford Shelby GT500 are only available in the Limited Edition - and will not be available at any other time. For those players who miss the opportunity to pick up the Limited Edition, the Audi TT RS Coupé, Chevrolet Camaro SS, Porsche Cayman S and Dodge Challenger SRT8 can be unlocked by leveling up in the game.

These high-powered racing machines give players a day-one advantage when they compete - *and beat* - their friends on the open road. Whether playing in real-time live multiplayer or challenging and comparing races with friends offline, Limited Edition owners have an edge over their friends - an especially important benefit since the game is all about the connected social experience. At the heart of *Need for Speed Hot Pursuit* is a groundbreaking network called Autolog that tracks cop and racer performances and uses those statistics to generate fierce competition between friends by dynamically changing the way they play the game. By having the fastest cars on the road, players can challenge their friends, destroy their times and bask in the glory of their humiliation.

*Need for Speed Hot Pursuit* recently won the prestigious 'Best Racing Game' award at the Electronic Entertainment Expo from the Game Critics Awards. *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 about the game, visit <http://www.needforspeed.com>. Or become a fan at <http://www.facebook.com/needforspeed> and follower at <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<sup>(TM)</sup>, EA SPORTS<sup>(TM)</sup>, EA Mobile<sup>(TM)</sup> and POGO<sup>(TM)</sup>. 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](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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Electronic Arts Inc.

Jino Talens, 650-628-9111

Sr. Publicist

[jtalens@ea.com](mailto:jtalens@ea.com)

Dana Sissons, 604-456-5004

PR Manager

[dsissons@ea.com](mailto:dsissons@ea.com)

Peter Nguyen, 650-628-3607

PR Director

[pnguyen@ea.com](mailto:pnguyen@ea.com)

Tammy Schachter, 650-628-7223

VP, EA Games Label PR

[tschachter@ea.com](mailto:tschachter@ea.com)

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