



Actors Kevin Dillon and Jerry Ferrara Star in EA's Need for Speed Hot Pursuit TV Ad Campaign

In-Game Autolog Feature Challenges Friends and Frenemies to Compete for Top Spot

LOS ANGELES, Nov 01, 2010 (BUSINESS WIRE) -- Electronic Arts Inc. (NASDAQ:ERTS) today announced that the multi-million dollar global marketing campaign for *Need for Speed(TM) Hot Pursuit* will be anchored by an online and broadcast TV advertising campaign starring pop culture icons Kevin Dillon and Jerry Ferrara. The two actors play the roles of parking valets frustrated by their inability to hit the open road in the many exotic performance vehicles that pull up to the five-star hotel where they work. In the fiction of the campaign, these friends/frenemies can only live out their fantasies of reaching 200mph by playing *Need for Speed Hot Pursuit* and besting each other's top scores.

These witty and edgy commercials capture the rebelliousness of battling as a cop or a racer in *Need for Speed Hot Pursuit*. The first three of the five videos are now live on <http://www.needforspeed.com> and <http://www.youtube.com/needforspeed> with the final commercial being broadcast on major television networks throughout the holiday season beginning November 4, 2010.

A demo of *Need for Speed Hot Pursuit* is now available for download on Xbox LIVE(TM) Marketplace and the PlayStation(R) Network.* The game will be available at retailers on November 16 in North America and on November 18 and 19 in Europe on the Xbox 360(R) videogame and entertainment system, PlayStation(R)3 computer entertainment system and PC. The Limited Edition can be pre-ordered now on all platforms to gain exclusive content at no extra cost, with participating retailers worldwide (while supplies last). *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 and information on *Need for Speed Hot Pursuit*, please visit <http://www.needforspeed.com>, "like" the game on Facebook at <http://www.facebook.com/needforspeed> and follow the game on Twitter <http://www.twitter.com/needforspeed>.

* Demo ends on November 9, 2010

** Autolog not available on the Wii

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: EATM, EA SPORTSTM, EA MobileTM and POGOTM. 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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Photos/Multimedia Gallery Available: <http://www.businesswire.com/cgi-bin/mmg.cgi?eid=6492714&lang=en>

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