



EA's Critically Acclaimed Need for Speed™ Hot Pursuit Unveils "Super Sports" Content Pack

Social Competition of Autolog Hits the Next Gear

REDWOOD CITY, Calif.--(BUSINESS WIRE)-- Criterion Games™, a studio of Electronic Arts Inc. (NASDAQ:ERTS) today announced the all-new *Need for Speed™ Hot Pursuit* Super Sports content pack for the award winning *Need for Speed Hot Pursuit*. The content pack expands the superior racing, intense police chases and addictive rivalries found in *Need for Speed Hot Pursuit* with 13 new race and pursuit events and three of the world's fastest supercars: Porsche 911 GT2 RS, GUMPERT Apollo S and Bugatti Veyron 16.4 Super Sport. Each vehicle was carefully chosen for their unsurpassed performance, speed and ability for players to post the fastest times on their speed wall and push the limits of social competition. All of the cars will be available as a cop and a racer, so players can use these powerful machines to either enforce or evade the law.

The *Need for Speed Hot Pursuit* Super Sports content pack will be available worldwide beginning on December 21 on the Xbox 360® video game and entertainment system and the PlayStation®3 computer entertainment system in North America and on December 22 on PlayStation®Network in Europe. The Super Sports content pack will be available for \$6.99 USD (560 Microsoft Points).

Need for Speed Hot Pursuit is the must-have game of the holiday with perfect scores from PlayStation: The Official Magazine, GamesRadar.com, 1UP.com and Joysitq.com, and 90+ scores from IGN.com, Destructoid.com, GamePro, Edge Magazine, Eurogamer.com, Gametrailers.com and more.

Need for Speed Hot Pursuit is transforming online racing by capturing the adrenaline and intensity of high speed cop pursuits and changing the way that people connect and compete with their friends. *Need for Speed Hot Pursuit* introduces a revolutionary social network called *Need for Speed Autolog*, which seamlessly connects players with their friends by automatically tracking and comparing each person's performances. *Autolog* also serves up challenges based on what your friends have been doing, creating a simple, yet brilliantly dynamic social-gaming experience.

Need for Speed Hot Pursuit is available now on the Xbox 360® videogame and entertainment system, PlayStation®3 computer entertainment system, PC and the Wii™. *Need for Speed Hot Pursuit* is also now live on the AppStore for iPhone® and iPod touch® mobile digital devices.

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>.

* Developed by Exient, *Need for Speed 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: 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>.

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