



## EA Gears-up for SHIFT 2 UNLEASHED by Revealing Limited Edition Pre-Order Bonus Items

*In-Game Content Gives Players the Edge with Instant Access to Three Cars and 40 Career Events*

REDWOOD CITY, Calif.--(BUSINESS WIRE)-- The grid is stacked, tires hot, and the engines are set to fire. Electronic Arts Inc. (NASDAQ:ERTS) today announced the *SHIFT 2 UNLEASHED*™ Limited Edition™. Players who pre-order the game will receive immediate access to three exclusive cars ready to roar off the line: the Nissan Silvia spec.R Aero (S15), the Alfa Romeo Giulietta QV, and the Lamborghini Murciélago LP640. *SHIFT 2 UNLEASHED* also delivers the rush of an authentic driver's battle with exclusive access to 40 career events. Launching in Spring 2011, *SHIFT 2 UNLEASHED* is the perfect simulation complement to the action racer *Need for Speed Hot Pursuit* which introduced a simple yet brilliant rivalry-generating technology called *Autolog*. This groundbreaking network had been carried over to *SHIFT 2 UNLEASHED*, connecting friends in head-to-head races and comparing player stats for the ultimate social racing competition.

The 40 events include Single-Type race events where a driver's skill is pushed to the limits as each player competes in the same make of car; Old vs. New Challenge events in which classic cars go head-to-head against their modern counterparts; and Manufacturer Showdown events that pits some of the most iconic car rivalries against each other in an all-out-battle to prove which car is the best. *SHIFT 2 UNLEASHED* takes the revolutionary true driver's experience of the *SHIFT* franchise and ups the ante with an all-new rendering engine and graphics overhaul, innovative helmet camera, night racing, and authentic degradation of tracks and cars.

Developed by the award-winning Slightly Mad Studios, *SHIFT 2 UNLEASHED* will be available on the Xbox 360® videogame and entertainment system, PlayStation®3 computer entertainment system and PC. For more information on *SHIFT 2 UNLEASHED*, please visit <http://www.shift2unleashed.com> or become a fan of *Need for Speed* 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](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  
Senior Publicist  
[jtalens@ea.com](mailto:jtalens@ea.com)

or  
Dana Sissons, 604-456-5004  
PR Manager  
[dsissons@ea.com](mailto:dsissons@ea.com)

or  
Peter Nguyen, 650-628-3607  
PR Director

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

or

Tammy Schachter, 650-628-7223

Vice President

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

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