



Need for Speed Redefines Racing Simulation with SHIFT 2 UNLEASHED on Retail Shelves Today

Feel the Excitement of Being in the Driver's Seat through All-New Helmet Cam, Drive-Altering Night Racing and Fierce Competition with Autolog

REDWOOD CITY, Calif.--(BUSINESS WIRE)--

Authentic racing accelerates to the next gear as Electronic Arts Inc. (NASDAQ:ERTS) today announced that the latest entry in the critically acclaimed *Need for Speed*™ simulation racing series, *SHIFT 2 UNLEASHED*™, is now available at retail stores in North America. *SHIFT 2 UNLEASHED* takes the revolutionary true driver's experience to the next level with an all-new rendering engine and graphics overhaul, innovative helmet camera, night racing, and authentic degradation of tracks and cars. This game-changing sequel is already being heralded by critics worldwide receiving nine out of ten from both *PlayStation: The Official Magazine* and *Official Xbox Magazine*. *Official Xbox Magazine* even said that *SHIFT 2 UNLEASHED* is, "the real deal" while *Game Informer* says, "*SHIFT 2* defines the franchise" as a true simulation racing game.

"Our goal with *SHIFT 2 UNLEASHED* is to put the series at the head of the racing simulation genre by injecting some much needed energy into it," said Marcus Nilsson, Executive Producer on *SHIFT 2 UNLEASHED*. "Working with the aid of Team *Need for Speed* drivers, we incorporated real-world race driving insights to make key improvements and enhancements to the game, while also innovating at the very core of the racing experience. Our introduction of game changing features like helmet cam further blurs the lines between real racing and the in-game experience."

Exclusively featuring the newly-unveiled Pagani Huayra supercar, players will experience all the violence, energy and excitement of race day in this groundbreaking authentic racing experience. *SHIFT 2 UNLEASHED* also takes the innovative rivalry-generating Autolog technology pioneered by *Need for Speed Hot Pursuit* and connects friends and foes together in head-to-head races and player statistic match-ups to add new layers of depth and detail to the intricate customization and tuning of the simulation series.

SHIFT 2 UNLEASHED is now available in North America and will be available April 1 in Europe for the Xbox 360® videogame and entertainment system, PlayStation®3 computer entertainment system and PC. For more information on *SHIFT 2 UNLEASHED*, visit <http://www.shift2unleashed.com>. For more information on *Need for Speed*, 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>.

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