



## EA and Criterion Games Announce Burnout CRASH!

*Players Brace for Impact as the Award-Winning Burnout Series Comes to Xbox LIVE Arcade and PlayStation Network in Fall 2011*

GUILDFORD, England--(BUSINESS WIRE)-- Traffic got you down? Blow it up! Criterion Games, an Electronic Arts Inc. (NASDAQ: ERTS) studio, today announced **Burnout™ CRASH!** The next installment in the internationally acclaimed *Burnout* series will explode onto Xbox LIVE® Arcade and PlayStation®Network in Fall 2011. Criterion Games has gone back to its roots with *Burnout CRASH!* by bringing the series' fan-favorite Crash mode to the forefront, adding new top-down gameplay, exciting features and Autolog to let players compete with their friends while embracing their road rage.

In the game, players are rewarded for causing traffic chaos by crashing into cars, triggering explosions and destroying everything in sight. Powered by the acclaimed Autolog technology, players will be able to connect, compete and compare high scores to earn the master of disaster crown, as well as use the all new Autolog Challenges feature to go head to head with their friends.

"*Burnout CRASH!* is a crazy mix of pinball and game shows," said Richard Franke, Creative Director, *Burnout CRASH!* "We've evolved the core gameplay which everyone loved about Crash Mode, and expanded the whole experience using music, style and Autolog to create what we feel is the most mindless fun you can have on any gaming platform."

*Burnout CRASH!* packs countless hours of reckless chaos into an easy to pick up, but difficult to master gameplay experience. There are three explosive game modes available across 18 crash junctions in six unique locations, each requiring different skills and strategies to maximize damage and destroy everything in sight. With a variety of player vehicles to unlock, high-value targets to seek and destroy, and crazy surprise features to discover, players will be hooked on an adrenaline-fueled rampage to the top of the Crashwall.

*Burnout CRASH!* is also EA's first Xbox LIVE Arcade title to feature a game mode designed exclusively for Kinect™ in which two teams use gestural controls to play on one television in a party battle! For more information, please visit [www.criteriongames.com](http://www.criteriongames.com).

### About Electronic Arts

Electronic Arts (NASDAQ:ERTS) is a global leader in digital interactive entertainment. The Company's game franchises are offered as both packaged goods products and online services delivered through Internet-connected consoles, personal computers, mobile phones and tablets. EA has more than 100 million registered players and operates in 75 countries.

In fiscal 2011, EA posted GAAP net revenue of \$3.6 billion. Headquartered in Redwood City, California, EA is recognized for critically acclaimed, high-quality blockbuster franchises such as *The Sims™*, *Madden NFL*, *FIFA Soccer*, *Need for Speed™*, *Battlefield*, and *Mass Effect™*. More information about EA is available <http://info.ea.com>.

*The Sims*, *Need for Speed* and *Burnout* are trademarks of Electronic Arts Inc. *Mass Effect* is a trademark of EA International (Studio and Publishing) Ltd. *John Madden*, *NFL* and *FIFA* are the property of their respective owners and used with permission. *PlayStation* is a registered trademark of Sony Computer Entertainment Inc. *Xbox*, *Xbox LIVE* and *Kinect* are trademarks of the Microsoft group of companies and used with permission.

EA Games Label  
Evan Dexter, 514-664-8206  
PR Coordinator  
[edexter@ea.com](mailto:edexter@ea.com)  
Shirley Chu, 514-386-8207

PR Manager

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

Kelly Ekins, 514-664-8143

SR PR Manager

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

Tammy Schachter, 650-628-7223

VP of PR

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

Source: Electronic Arts Inc.

News Provided by Acquire Media