



Criterion's Burnout CRASH! Now Available

David 'The Hoff' Hasselhoff Teams Up with EA and Xbox to Star in the Burnout CRASH! Hoff Video Series

GUILDFORD, England--(BUSINESS WIRE)-- Check your airbags and brace for impact! Criterion Games, an Electronic Arts Inc. (NASDAQ:ERTS) studio, today announced that **Burnout™ CRASH!** now available on PlayStation®Network North America. **Burnout™ CRASH!** will be available tomorrow on Xbox LIVE® Arcade for the Xbox 360® video game and entertainment system from Microsoft and PlayStation®Network Europe. Gamers can download the title for \$9.99 USD or 800 Microsoft Points. The game brings hours of *I-just-can't-stop-playing!* fun to living rooms worldwide. Players who want even more **Burnout CRASH!** excitement can head over to www.ea.com/burnout-crash tomorrow to check out the first hilarious video featuring international television superstar, David Hasselhoff. Stay tuned to the EA [site](#) for more videos over the next few weeks.

Burnout CRASH! reinvents Criterion's fan-favorite crash mode, offering accessibility and compulsive fun for those new to the series and gameplay depth for franchise veterans. There are three exciting game modes available across six unique locations and 18 crash junctions, each requiring different skills and strategies to maximize damage, debris and points. Gamers can also express their road rage with their whole body using the optional Kinect controls. With Kinect Party Play, up to 14 players can split into teams in turn-based gameplay and use gestural controls on one television to crash and burn in an all-out battle!

Burnout CRASH! is a crazy mix of pinball arcades, TV game shows and 80s pop music. Featuring EA's revolutionary Autolog technology, players connect, compare scores and face off against friends for endless competitive gameplay and challenging fun. In addition, the all-new Autolog Challenges feature lets players up the ante by sending direct head-to-head challenges to their friends.

For more information on **Burnout CRASH!**, please visit www.ea.com/burnout-crash.

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 [at http://info.ea.com](http://info.ea.com).

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