



## EA Puts Sports Illustrated Swimsuit Models Behind the Wheel in Need for Speed The Run

*2011 Sports Illustrated Swimsuit cover model Irina Shayk and fellow Swimsuit model Chrissy Teigen Play Guest Starring Roles in Adrenaline-Pumping Racing Game*

REDWOOD SHORES, Calif.--(BUSINESS WIRE)-- Electronic Arts Inc. (NASDAQ: ERTS) and *Sports Illustrated* today announced details of an exclusive marketing partnership between the internationally renowned *Need for Speed™* and Swimsuit franchises bringing together the worlds of fashion, video games, cars and beauty in a first-of-its-kind partnership. The deal will see 2011 SI Swimsuit Cover model Irina Shayk and popular Swimsuit model Chrissy Teigen play guest starring roles\* in one of this holiday's most anticipated releases, *Need for Speed™ The Run*. The action-packed racing game takes players on a heart-pounding cross-country race from San Francisco to New York. In addition, the partnership powers a new SI subscription bundled offer featuring *Need for Speed The Run* assets and both EA and SI will execute significant cross-promotion across in-game, TV and social media.

"We're thrilled to be working with *Sports Illustrated* to deliver the biggest, fastest, and sexiest entertainment event of the holiday with *Need for Speed The Run*," said Steve Seabolt, Vice President of Global Brand Partnerships at EA. "With a global reach and a quality standard that's comparable to what we achieve in our games, *Sports Illustrated* makes the perfect partner. Gamers, racers and *Sports Illustrated* Swimsuit aficionados alike will love seeing Irina and Chrissy transform from the physical to the digital world, playing lifelong friends competing in a heart-pounding race from San Francisco to New York."

Irina Shayk, cover model of the 2011 SI Swimsuit and Chrissy Teigen, a feature model in the 2011 issue, star as best friends and rival racers competing against Jack, the protagonist and "man on the run" in *Need for Speed The Run*. As part of the partnership, *Sports Illustrated* and Electronic Arts are producing "The Making of *Need for Speed The Run*" DVD which will be included in a *Sports Illustrated* subscription offer whereby new subscribers will receive a six month "All Access" subscription to SI, *Need for Speed The Run* video game\*\* and the DVD (for \$49.95). Additional marketing extensions will also include commercial promotions for the offer and *Sports Illustrated* will have promotional billboards in the game, which will be used to promote the *Sports Illustrated* "All Access" Subscription offer as well as SI's Sportsman of the Year and Swimsuit franchises.

"There are only a few companies that deliver upon the promise of excitement and innovation with every new product launch and EA stands at the top of that list. This is why it is very exciting that SI Swimsuit will be part of the latest edition of the *Need for Speed* franchise," said Frank Wall, Vice President and Publisher of *Sports Illustrated*. "I'm sure that the millions of Swimsuit fans will be excited to see Irina and Chrissy behind the wheel and millions more will be introduced to franchise in a fun and unexpected way."

Developed by Black Box, an Electronic Arts studio, *Need for Speed The Run* will be available November 15, 2011 in North America and November 17, 2011 in Europe for the Xbox 360® videogame and entertainment system, PlayStation®3 computer entertainment system, PC, Wii™ and Nintendo 3DS™. For more information *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>.

\* Characters will only be available in the Xbox 360, PlayStation 3 and PC versions

\*\* Xbox 360 and PlayStation 3 versions only

### 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>.

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### **About Sports Illustrated**

For nearly six decades Sports Illustrated has delivered the stories of sport, first through the flagship print magazine, and now through more than two dozen platforms reaching a collective audience of more than 30 million. Sports Illustrated is widely seen as leading the industry's digital transformation which complements the media company's emerging marketing, retail business and social footprint, which is more than 2.5 million strong. Current Sports Illustrated business units include print, digital, marketing, Sports Illustrated Books, Sports Illustrated International and Sports Illustrated Productions. These units are built on the foundation of the franchise's award-winning writers and photographers who have earned a combined 50 awards for editorial excellence in the past year.

### **About Sports Illustrated Swimsuit**

Sports Illustrated Swimsuit ([www.SI.com/Swimsuit](http://www.SI.com/Swimsuit)) is a powerhouse media franchise that reaches more than 60 million people annually, and more men 18 to 34 than the Super Bowl. The iconic franchise now spans more than 20 product extensions in digital, social, broadcast, publishing, mobile and consumer products. Since debuting in 1964 Swimsuit has become a pop-culture phenomenon and an established launching pad for successful careers in TV, fashion, business and film.

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