



EA Sets Gamers on a Race for Their Life on October 18 with Need for Speed the Run Demo

REDWOOD SHORES, Calif.--(BUSINESS WIRE)-- Do you have what it takes to beat your friends in a high-speed race from the Golden Gate to the Empire State? Electronic Arts Inc. (NASDAQ:ERTS) today announced that gamers will get a chance to test their mettle in an action-packed demo for *Need for Speed The Run* beginning October 18. Using the *Need for Speed* franchise's signature Autolog feature*, gamers will compete to see who will come out on top and who will be left in the dust as they race through the Desert Hills of California and Independence Pass of Colorado.

In the *Need for Speed The Run* demo, players will have access to two high-powered supercars including the Lamborghini Gallardo LP550-2 Valentino Balboni. The second car, the 2012 Porsche 911 Carrera S, will be unlocked when gamers refer a friend to download the demo, giving them one of first opportunities to get behind the wheel of this 400HP luxury ride. The *Need for Speed The Run* demo will be available on Xbox LIVE® Marketplace worldwide and the PlayStation®Network in North America from October 18th to November 1st, and available on the PlayStation Network in Europe from October 19th to November 1st.

Need for Speed The Run takes gamers on a heart-pounding, high-stakes race that will have them surrounded by a constant feeling of danger. The heat is on and lethal action unfolds as gamers take on the role of Jack Rourke and battle 200 of the world's most notorious racers for a \$25M cash prize. Weaving through dense urban traffic, rocketing down icy mountain passes and navigating narrow canyons at breakneck speeds, gamers will be challenged in this illicit race for their life. Powered by Frostbite™ 2, Black Box makes its return and takes the action racing genre to new heights with stunning visuals and car physics that hug the road at insanely fast speeds. In *Need for Speed The Run*, the cars are hot, the racing is intense and the story will have players at the edge of their seat, delivering this holiday's hottest action racing game.

Developed by Black Box, an EA 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 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>.

* Available in the Xbox 360, PlayStation 3, PC and Nintendo 3DS 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](http://info.ea.com).

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