



EA and adidas Originals Unite to Bring Need for Speed The Run to Consumers This Fall

Get Exclusive Limited Edition Shoes and Apparel at adidas Originals Stores

REDWOOD CITY, Calif.--(BUSINESS WIRE)-- Electronic Arts Inc. (NASDAQ: ERTS) and adidas Originals today announced a one-of-a-kind lifestyle and gaming partnership for *Need for Speed™ The Run*. Combining the cultural expertise of both brands, consumers will not only see the iconic adidas Superstar shoes in *Need for Speed The Run*, but they'll also be treated with exclusive and limited edition *Need for Speed The Run* adidas branded apparel which will be available at all adidas Originals stores across the United States. The *Need for Speed The Run* and adidas promotion will be celebrated at three of the country's and game's most iconic locations: Chicago, San Francisco and New York where consumers will get exclusive access to the limited edition *Need for Speed The Run* shoe and video game.



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October 12*. Headlined by DJ Neil Armstrong and Kids These Days, guests will also be able to get an early taste of *Need for Speed The Run*, playing as Jack Rourke in the race to be first to New York, equipped with the classic adidas Superstars.

The next event will be in San Francisco on October 27 at the adidas San Francisco store. An additional 50 pairs of the limited edition shoe will go on sale October 22 at the store. The first 20 consumers to purchase a pair will get a ticket to the exclusive event at the store on October 27 headlined by Mick Boogie*. It all culminates in New York on November 15 to celebrate the game's launch.

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 *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>.

* While supplies last. Must be 21+. Transportation to and from event not included. Additional conditions and limitations may apply. See retail store for details.

About Electronic Arts

"Our goal with *Need for Speed* is to be more than just a videogame franchise, as we view ourselves as a leader in youth and automotive culture as well. adidas is one of the biggest lifestyle brands in the world and we couldn't be more excited to partner with them on *Need for Speed The Run*," said Kevin Maher, Senior Director of Marketing at EA.

"When we heard about *Need for Speed The Run*, we felt like it was a great fit with our brand and our core consumer, as *Need for Speed* shares our same vision of striving to be the leading lifestyle brand in their respective industry," says Simon Atkins, head of Sport Style Division at adidas North America.

The *Need for Speed The Run* and adidas Originals promotional events kick-off on October 12 in Chicago. 50 pairs of the limited edition *Need for Speed The Run* Top X shoe will go on sale October 10 at the adidas Originals Chicago store. The first ten consumers to purchase a pair will get a ticket to the exclusive kick-off event at the store on

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 adidas Originals

adidas Originals is the original lifestyle brand, born in sport heritage but living in contemporary lifestyles. Symbolized by the Trefoil, adidas Originals is bringing heritage styles of the adidas history back to life. Its biggest strength is the ability to be a relevant part of people's lives - in whatever lifestyle they have.

Photos/Multimedia Gallery Available: <http://www.businesswire.com/cgi-bin/mmg.cgi?eid=50022759&lang=en>

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Source: Electronic Arts Inc.

News Provided by Acquire Media