



Hollywood Director Michael Bay Puts Signature Spin on TV Commercial for EA's Need for Speed The Run

More Than 4M Need for Speed Fans 'Like', 'Share' and 'Unlock' the High-Octane 2-Minute Trailer

REDWOOD SHORES, Calif.--(BUSINESS WIRE)-- Electronic Arts Inc. (NASDAQ:ERTS) today announced that Hollywood's biggest action director — Michael Bay — has joined forces with gaming's biggest racing franchise — *Need for Speed* — to deliver a spectacular one-of-kind, blockbuster television commercial for this holiday's most anticipated release, *Need for Speed™ The Run*. Starting today, fans of the *Need for Speed* Facebook page will work together to unlock the trailer which features *Need for Speed The Run* game footage to showcase a heart-pounding, adrenaline-fueled race that perfectly reflects the game's action-packed sequences. Bay is the world-renowned director of some of the biggest, most visually spectacular action films of all time, including *Transformers*, *Pearl Harbor* and *The Rock*.

To create this unique promotional spot, Bay spent time playing the game and spoke with the creative production team to get a feel for *Need for Speed The Run* and the franchise itself, which is known for bringing exhilarating racing action to the forefront of real-life car culture. In the trailer, Bay brings his vision and signature high-octane Hollywood style to *The Run*, adding his explosive touch to the blockbuster action already in the game.

"Working with Michael and his company, The Institute (theinstitute.tv), was such an honor. He's known for delivering exhilarating, over-the-top, action — exactly what players are looking forward to experiencing in *Need for Speed The Run*. We knew from the moment we met with Michael that he was the perfect person to bring our game to life for gamers seeking non-stop action," said Jason DeLong, Executive Producer, *Need for Speed The Run*. "I encourage everyone to visit our Facebook page and help get the commercial unlocked for the entire world to see!"

Need for Speed The Run features *Mad Men*'s Christina Hendricks, *Never Back Down*'s Sean Faris, 2011 *Sports Illustrated* Swimsuit Cover Model Irina Shayk and *Sports Illustrated* Swimsuit Model Chrissy Teigen as characters in an intense race-for-your-life story taking players on a cross-country race from San Francisco to New York. Powered by Frostbite™, Black Box Studio 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. The game is the action racing blockbuster of the holiday.

Developed by Black Box, a studio of Electronic Arts, *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>.

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>.

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