



## Need for Speed The Run Races onto Retail Shelves

*Gaming's Best-Selling Racing Franchise Returns With All-Star Cast Including "Mad Men" Star Christina Hendricks and Sean Faris from "Never Back Down"*

REDWOOD SHORES, Calif.--(BUSINESS WIRE)-- The best-selling racing franchise of all time is back -- and the stakes have never been higher. Get ready to race for your life in a heart-pounding cross-country race from the Golden Gate to the Empire State as Electronic Arts (NASDAQ:ERTS) today announced that *Need for Speed™ The Run* is now available at retail stores in North America. *Need for Speed The Run* has already earned a perfect 5/5 from *Stuff Magazine*, while *Men's Health* heralds the game for its "killer racing action." *Univision* highlights *Need for Speed The Run* for its "spectacular cars and intense racing" and *GameTrailers* declares the game "a blast to drive."

Featuring an all-star cast including *Mad Men* star Christina Hendricks, *Never Back Down's* Sean Faris, 2011 *Sports Illustrated* Swimsuit Cover Model Irina Shayk and *Sports Illustrated* Swimsuit Model Chrissy Teigen, *Need for Speed The Run* takes players on a thrilling cross-country race known simply as "The Run." With \$25 million on the line, players take the wheel as Jack Rourke navigating thousands of miles of treacherous terrain from San Francisco to New York squaring off against 200 other racers all while evading the cops and the mob, who are hot on his trail.

"This is the biggest, fastest and most dangerous *Need for Speed* game yet," said Jason DeLong, Executive Producer, *Need for Speed The Run*. "*Need for Speed The Run* delivers the series' trademark thrilling racing and ups the ante with incredible action sequences and stunning performances from our all-star cast."

And the action doesn't stop when players cross the finish line in New York. *Need for Speed The Run* delivers an addictive challenge series and highly-competitive multiplayer. The acclaimed Autolog feature also returns, delivering moment-by-moment performance feedback to ensure players are always in head-to-head competition with friends, enemies and online competitors.

The expansive vistas and impressive tactile environment in *The Run* are made possible by the *Frostbite™* engine. The raw power of the DICE game engine, that enhanced real time warfare in *Battlefield 3*, enabled the massive scale and scope of *Need for Speed The Run* from visually stunning courses like the slippery slopes of Independence Pass, CO to the hottest vehicles, including the all-new 2012 Porsche Carrera S and 2012 Lamborghini Aventador.

*The Run* is the 18th entry in the *Need for Speed* franchise. Started in 1994 with *The Need for Speed*, the franchise has sold over 115 million units and totaled more than 1 billion dollars in revenue.

*Need for Speed The Run* is available now in North America and will be available on 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 at <http://info.ea.com>.

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Electronic Arts

Jino Talens, 650-628-9111

Senior Publicist

[jtalens@ea.com](mailto:jtalens@ea.com)

Dana Sissons, 604-456-5004

PR Manager

[dsissons@ea.com](mailto:dsissons@ea.com)

Amanda Taggart, 650-628-2974

PR Director

[ataggart@ea.com](mailto:ataggart@ea.com)

Tammy Levine, 650-628-7223

Vice President

[tlevine@ea.com](mailto:tlevine@ea.com)

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