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EA and DreamWorks Lift the Curtain on *Need for Speed* the Movie

'Breaking Bad' Star Aaron Paul Enters the World of Underground Racing in a Quest for Revenge... and Redemption — Coming to Theaters March 14, 2014

LOS ANGELES--(BUSINESS WIRE)-- **Electronic Entertainment Expo (E3)**

Today Electronic Arts (NASDAQ: EA) and DreamWorks Studios debuted the first behind the scenes footage from next Spring's theatrical release, the action racing film *Need for Speed*, based on the best-selling videogame franchise from EA. The film's star, Aaron Paul (*Breaking Bad*), took center stage during "[The Download: EA 2013 Preview](#)" to unveil the footage, alongside the custom Ford Mustang he drives in the film. The car is part of an exclusive partnership between DreamWorks and Ford Motor Company for the movie. This one-of-a-kind vehicle will crossover from the big screen to the highly anticipated videogame, *Need for Speed Rivals*, which will be available this holiday, beginning November 19, 2013.

[Need for Speed Rivals](#) is playable for E3 attendees on the show floor at the EA Booth (South Hall #1601) this week, Tuesday June 11 through Thursday, June 13. You can watch the official E3 trailer for *Need for Speed Rivals*, "Cops vs. Racers" here: [Need for Speed Rivals Trailer - Cops vs. Racers \(Official E3 2013\)](#).

Need for Speed marks an exciting return to the great car culture films of the 1960s and '70s, tapping into what makes the American myth of the open road so appealing. The story chronicles a near-impossible cross-country journey for our heroes—one that begins as a mission for revenge, but proves to be one of redemption. Featuring the same exciting elements that has made *Need for Speed* one of the best-selling franchises in games — hot cars, epic chases and high-octane action, the film stars Aaron Paul, Imogen Poots (*V for Vendetta*) and Dominic Cooper (*Captain America: The First Avenger*). *Need for Speed* is penned by George Gatins with writing partner and brother John Gatins (*Flight*) and directed by Scott Waugh (*Act of Valor*). The film will open in theaters worldwide beginning March 14, 2014.

"The *Need for Speed* movie will embody everything that fans of action racing films want to see — hot cars, high stakes street racing and mind-blowing stunts," said Scott Waugh, Director of *Need for Speed* the movie. "The adrenaline fueled story across America will keep viewers on the edge of their seats."

Need for Speed Rivals is the newest entry to EA's best-selling racing franchise. A collaboration between [Ghost Games](#) and Criterion Games, *Need for Speed Rivals* glorifies the heat of competition in the legendary rivalry of cops and racers. Gamers play as either a cop or racer, where each side of the law has its own set of high stakes challenges, rewards and consequences. This time, the stakes are at their highest as racers put their Speed Points on the line and risk losing them all if busted. Developed on the advanced Frostbite™ 3 engine, *Need for Speed Rivals* also introduces the revolutionary [All Drive](#) system that erases the line between single player and multiplayer, automatically connecting gamers to their friend's racing world. Paths will cross on the open road, creating a world where no two moments will ever be the same.

Need for Speed Rivals will be available on November 19, 2013 for the Xbox 360® games and entertainment system from Microsoft, the PlayStation®3 computer entertainment system and PC. The game will launch later this year on Xbox One®, the all-in-one games and entertainment system from Microsoft and on PlayStation 4. For more information about *Need for Speed*, please visit www.needforspeed.com. To join the conversation on *Need for Speed*, please visit <http://www.facebook.com/needforspeed>, follow us on Twitter® at www.twitter.com/needforspeed, or sign up for the official *Need for Speed* newsletter at www.needforspeed.com.

About Electronic Arts

Electronic Arts (NASDAQ: EA) is a global leader in digital interactive entertainment. The Company delivers games, content and online services for Internet-connected consoles, personal computers, mobile phones and tablets. EA has more than 285 million registered players and operates in 75 countries.

In fiscal year 2013, EA posted GAAP net revenue of \$3.8 billion. Headquartered in Redwood City, California, EA is recognized for a portfolio of critically acclaimed, high-quality blockbuster brands such as The Sims™, Madden NFL, FIFA Soccer, Need for

Speed™, Battlefield™ and Mass Effect™. More information about EA is available at <http://www.ea.com/news>.

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About DreamWorks Studios

DreamWorks Studios is a motion picture company formed in 2009 and led by Steven Spielberg and Stacey Snider in partnership with The Reliance Anil Dhirubhai Ambani Group. The company's recent releases include Spielberg's "Lincoln," starring Daniel Day-Lewis, Sally Field and Tommy Lee Jones. The film has grossed over \$270 million at the worldwide box office and was nominated for twelve Academy Awards® with Daniel Day-Lewis winning for Best Actor. Other releases include "Real Steel," starring Hugh Jackman and directed by Shawn Levy, Steven Spielberg's "War Horse," based on Michael Morpurgo's award-winning book and nominated for six Academy Awards® including Best Picture, and "The Help," which resonated with audiences around the country and earned over \$200 million at the box office and received four Academy Award® nominations with Octavia Spencer winning for Best Supporting Actress. Upcoming films include the comedy "Delivery Man," starring Vince Vaughn, the WikiLeaks drama "The Fifth Estate," and car racing actioner "Need for Speed."

DreamWorks Studios can be found on Facebook at <http://www.facebook.com/DreamWorksStudios> and on Twitter at http://twitter.com/dw_studios.

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