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EA Revs Up for the Next Generation of Gaming With *Need for Speed Rivals* — The Only Racing Game on PlayStation 4

Cross the Line as a Cop or Racer today on PlayStation 4; Also coming to Xbox One on November 22; Xbox 360, PlayStation 3 and PC beginning November 19

REDWOOD CITY, Calif.--(BUSINESS WIRE)-- A new generation of racing begins today, and it begins on the PlayStation®4 computer entertainment system! Electronic Arts Inc. (NASDAQ: EA) today announced that the highly anticipated, high-octane racing game *Need for Speed™ Rivals* now available on PlayStation 4 in North America and will be the only racing game launching with the new PS4 system this year. Set in a world with a variety of stunning environments and effects powered by the advanced Frostbite™ 3 engine, *Need for Speed Rivals* is injecting new innovation into the racing genre with AllDrive, a revolutionary feature that destroys the line between single player, co-op and multiplayer. AllDrive will forever change how racing games are played with friends seamlessly connecting gamers to one world where their single-player races and chases can collide at any time.

Winner of the official Game Critics Award for "Best Racing Game" at E3 2013, *Need for Speed Rivals* is "without a doubt the PS4's very first 'must have' game" according to USGamer and "played and looked fantastic on PS4" said [GameRevolution.com](http://www.GameRevolution.com). So far, *Need for Speed Rivals* has received review scores of 100 from [USGamer.net](http://www.USGamer.net), 90 from Eurogamer Spain, 85 from AusGamers and 85 from PlayStation Lifestyle. The game will also be available for the PS4 system in Europe on November 29 and will launch day and date with Xbox One®, the all-in-one games and entertainment system from Microsoft, on November 22.

"At Ghost Games we were given the keys to the *Need for Speed* franchise to bring new energy into the genre and we're doing that with AllDrive," said Marcus Nilsson, Executive Producer, Ghost Games. "Thanks to AllDrive, players can create their own organized chaos, going from driving alone to being in an all-out chase with their friends at an instant. These unexpected moments create the ultimate edge-of-your-seat experience, and this is the direction our team wants to take racing games in the next generation."

Need for Speed Rivals glorifies the street's ultimate rivalry, daring gamers to cross the line as either a cop or racer to gain the upper hand by any means necessary. Playing as either side of the law comes with its own distinct career experiences, each with their own set of high-stakes challenges, rewards, pursuit tech and cars. But this time, the stakes are at its highest level with an all-new scoring system where gamers put their Speed Points on the line and risk losing it all if busted.

Need for Speed Rivals will be in-stores November 19 in North America and November 22 in Europe for the PlayStation®3 computer entertainment system, Xbox 360® videogame and entertainment system from Microsoft and PC via Origin™. The game will be available starting November 22 in Europe on Xbox One and November 29 on PlayStation 4.

To join the conversation on *Need for Speed Rivals*, please visit <http://www.facebook.com/needforspeed>, follow us on Twitter® at www.twitter.com/needforspeed and #NeedforSpeed. Press assets for *Need for Speed Rivals* are available at <http://info.ea.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 300 million registered players in over 200 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, EA SPORTS™ FIFA/Need for Speed™, Battlefield™ and Mass Effect™. More information about EA is available at www.ea.com/news.

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