



August 5, 2015

Carve Your Own Path Through *Need for Speed* on Your Journey to Become the Ultimate Icon

*An Immersive Narrative Inspired by the Heroes of Today's Car Culture Brings an Emotional and Authentic Experience to *Need for Speed**

GOTHENBURG, Sweden--(BUSINESS WIRE)-- Ghost Games™, a Electronic Arts Inc. (NASDAQ:EA) studio, announced today the car culture icons who have inspired the narrative behind the reboot of *Need for Speed*™, and revealed how technology is blurring the lines between live action film and in-game.

This Smart News Release features multimedia. View the full release here:
<http://www.businesswire.com/news/home/20150805005071/en/>

Play as yourself in *Need for Speed* and witness the action from your own point of view as your entourage of friends and the icons entice you into the Five Ways to Play. Make choices that will determine your path through Ventura Bay as you build your reputation through the different styles of driving and progress on your journey to become the ultimate icon.

The real world automotive icons are the stars of today's urban car culture and have inspired the stories behind the gameplay by how they express themselves on the streets every day.

Speed Icon - Magnus Walker collects and restores classic Porsche 911s. He is known for his high speed driving and will push you to enhance your reputation through adrenaline-fuelled driving.

Style Icon - Ken Block is notorious for his style of aggressive driving, as he showcases in his phenomenal YouTube GYMKHANA series. Earn his recognition by mastering the art of precision sliding and jumping through corners and on the streets.

Build Icon - Nakai-san is the founder of RAUH-Welt BEGRIFF (RWB), a world renowned tuning and customizing company. Focus on creating that perfect customized ride as you look to impress him.

Crew Icon - Risky Devil are an infamous drift crew. These guys are the kings of close proximity driving and control. Ride in packs, inches away from wiping each other out as you get to grips with precise control and wild drift trains.

Outlaw Icon - Morohoshi-san doesn't care how people categorize him, he just does what he wants. He's often seen on the night streets rolling around in his customized ride. Risk it all as you mess with and escape from the cops to grab his attention.

"We're honored to be working with these icons - they live and breathe the lifestyle we're looking to recreate and have been such an inspiration to the team as we return *Need for Speed* back to greatness," said Marcus Nilsson, Executive Producer at Ghost Games. "We wanted to create a powerful story that's emotional but also pushes the boundaries of technology by adding real-time compositing to the power of Frostbite. This allows us, for the first time ever, to blend live action film seamlessly with your in-game car and garage."

Taking inspiration from the film industry, the addition of real time compositing has allowed *Need for Speed* to offer a unique narrative for every player. Your customized car will feature in the live action sequences, showcasing personal choice within the game and blurring the lines between live action and in-game.

See the [Need for Speed Gamescom trailer](#) and visit www.needforspeed.com for more information on the game and the icons.

Need for Speed launches November 3 in North America, and November 5 worldwide on Origin™ for PC, PlayStation®4 computer entertainment system and Xbox One, the all-in-one games and entertainment system from Microsoft. Join the *Need for Speed* conversation on [Facebook](#), [YouTube](#) and [Twitter](#)®. Press assets for *Need for Speed* are available at <http://info.ea.com>.

This title is rated PEGI PROVISIONAL 12. For more information please see www.pegi.info.

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 around the world.

In fiscal year 2015, EA posted GAAP net revenue of \$4.5 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, Battlefield™, Dragon Age™ and Plants vs. Zombies™. More information about EA is available at www.ea.com/news.

EA SPORTS, Need for Speed, Origin, The Sims, Dragon Age, Plants vs. Zombies and Battlefield are trademarks of Electronic Arts Inc. and its subsidiaries. John Madden, NFL and FIFA are the property of their respective owners and used with permission.

View source version on [businesswire.com](http://www.businesswire.com): <http://www.businesswire.com/news/home/20150805005071/en/>

Electronic Arts Inc.
Melissa Ojeda, +1 650-628-7870
PR Manager
mojeda@ea.com

Source: Electronic Arts Inc.

News Provided by Acquire Media