



September 30, 2015

Race on the Edge in Need for Speed No Limits, Available Today on Mobile

Check out the Launch Trailer Here: <https://www.youtube.com/watch?v=ueKe5DXOcBM>

REDWOOD CITY, Calif.--(BUSINESS WIRE)-- Be reckless. Be Respected. Electronic Arts (NASDAQ:EA) invites you to leave your rivals in the dust as you leave your mark on the world of street racing in *Need for Speed™ No Limits*, built exclusively for mobile and available today as a free download* in the [App Store](#) and [Google Play](#).

This Smart News Release features multimedia. View the full release here:
<http://www.businesswire.com/news/home/20150930005597/en/>

Earn respect on the streets of Blackridge by pushing your skills to the limits - speed over jumps, weave through traffic, and blast through high-speed Nitro Zones. Make your own rules, personalize your ride and make a name for yourself in hundreds of adrenaline-fueled arcade race events.

In *Need for Speed No Limits* players bring their driving fantasies to life, building a fleet of the world's hottest street racing cars. Featuring hundreds of parts and body kits from Rocket Bunny, 6666 Customs, RTR and RWB players can tune their ride their way.

Need for Speed No Limits launches with a colossal world that will grow over time, starting with more than 900 race events, 100 player levels, more than 10 game modes, 38 stunning race courses and 30 different licensed cars. Players can challenge their rivals in head-to-head tournaments to earn rewards and exclusive items.

From the studio behind the blockbuster Real Racing mobile racing franchise, *Need for Speed No Limits* was developed by EA's Firemonkeys studio in Melbourne, Australia.

For more information about Need for Speed No Limits, please visit www.ea.com/needforspeednolimits.

**Network fees may apply and includes in-app purchases.*

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.

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Electronic Arts
Melissa Ojeda, 650-628-7870
PR Manager
mojeda@ea.com
Danica Stanczak, 650-628-3722
Publicist

dstanczak@contractor.ea.com

Source: Electronic Arts

News Provided by Acquire Media