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**NEED FOR SPEED SHIFT REVS UP WITH ALL-NEW TEAM RACING  
MODE AND LEGENDARY CARS**

REDWOOD CITY, Calif. – November 18, 2009 – Electronic Arts Inc. (NASDAQ: ERTS) today announced an all-new Team Racing pack for the critically-acclaimed *Need for Speed SHIFT™*. The content pack takes online racing to the next level with an action-packed new race mode and five renowned racing cars - all for free (*Need for Speed SHIFT* and Xbox LIVE® or PlayStation®Network account required). The Team Racing pack is the first downloadable content for *Need for Speed SHIFT* and will be available worldwide on December 1<sup>st</sup> on the Xbox 360® video game and entertainment system. The pack will be released for the PlayStation®3 computer entertainment system on December 3<sup>rd</sup> in Europe and on December 10<sup>th</sup> in North America.

The Team Racing mode brings a fresh new challenge to *SHIFT* by completely redefining online racing. In this mode, two teams of up to six racers will battle against each other for online supremacy. Individual driving strategy and playing it safe won't work as team tactics and 200 mph split-second decisions are required to push your team to the podium.

As part of the new content, players will also get access to these legendary racers:

- 1967 Chevrolet Corvette Stingray 427
- 1967 Shelby GT-500
- 1969 Dodge Charger R/T
- 1971 Dodge Challenger R/T
- 1998 Toyota Supra Mark IV

The Team Racing content pack is custom-made for *Need for Speed SHIFT*, a spectacular racing game originally released in September 2009. The game introduces a brutal first-person crash dynamic and a signature cockpit view that delivers a true driver's experience. The game further personalizes the experience through the all-new driver profile -- a unique persona based on the driving skill and style of each player. With a perfect '10' score from GameSpy.com and G4TV.com, and 90+ scores from IGN.com, Official Xbox Magazine, PlayStation: The Official Magazine, Team Xbox.com, Game Daily.com, Gametrailers.com and more, *Need for Speed SHIFT* is the highest rated *Need for Speed* game in years.

*Need for Speed SHIFT* is now available on the PlayStation3, Xbox 360, PC, PSP® (PlayStation®Portable) system, mobile and coming soon on the iPhone™. More information can be found at [www.needforspeed.com](http://www.needforspeed.com) or follow us on Twitter at NeedforSpeed.

Press can download assets at <http://info.ea.com>.

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Electronic Arts Inc. (EA), headquartered in Redwood City, California, is a leading global interactive entertainment software company. Founded in 1982, the Company develops, publishes, and distributes interactive software worldwide for video game systems, personal computers, wireless devices and the Internet. Electronic Arts markets its products under four brand names: EA SPORTS™, EA™, EA Mobile™ and POGO™. In fiscal 2009, EA posted GAAP net revenue of \$4.2 billion and had 31 titles that sold more than one million copies. EA's homepage and online game site is [www.ea.com](http://www.ea.com). More information about EA's products and full text of press releases can be found on the Internet at <http://info.ea.com>.

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