



Save the Date! Need for Speed™ Undercover Hong Kong Promotional Tour

Dear editor,

Maggie Q – Heroine in the latest *Need For Speed: Undercover Game* will be at EA Experience in Hong Kong on 14 October 2008

On behalf of Electronic Arts Inc. (NASDAQ: ERTS), the world's leading developer and publisher of interactive entertainment, we would like to invite you to meet Maggie Q at EA Experience at The Peak Tower on 14 October 2008.

Maggie Q stars as the lead character in the big-budget live-action sequences in EA's upcoming and highly anticipated *Need for Speed: Undercover*. The latest game from the *Need For Speed* franchise takes the game back to its roots and re-introduces break-neck cop chases, the world's hottest cars and spectacular highway battles. *Need For Speed* is EA's biggest franchise in Asia and you will have the opportunity for a hands on demo of EA's newest game *Need for Speed: Undercover* coming out this November.

Please let me know if you would like to request for an interview session with Maggie Q; senior executives and studio producer will also be available for interviews:

- Jon Niermann, President, EA Asia Pacific
- Jean-Charles Gaudechon, Associate Producer, Need For Speed
- Mike McCabe, Director of Mobile, EA for Asia Pacific (who will showcase games on the i-phone for the first time in Asia)

Details of the Press Event are as follows:

Location: EA Experience at The Peak Tower
Shop L101, The Peak Tower, 128 Peak Road
Date: 14 October 2008
Time: 1.30pm to 5.00pm
Transportation: Will be arranged for all media, details to follow

Time	Description
1.30pm	Media Registration @ EA Experience

1.45pm	Red Carpet Photo Opportunity – Arrival of Maggie Q entrance to The Peak Tower
2:00pm	Start of Media Event in EA Experience– play NFS trailer
2.10pm to 2.30pm	Jon Niermann address Maggie Welcome Producer show game play trailer Q+A & photo opportunities
2.30pm to 5pm	Media interviews

Please RSVP Ian Fok by 13 October 2008.

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