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For Immediate Release

Collect The Cars – Unlock The Codes – Go Undercover: Maisto releases information on new Need for Speed™ Undercover Die-Cast line.

Fontana, CA. – November XX, 2008 – Maisto International has announced a new line of die-cast vehicles based on the newest installment in Electronic Arts massively successful *Need for Speed* franchise. The *Need for Speed™ Undercover* Die-Cast Collection will be on shelf to coincide with the game's release on November 18, 2008 in the US and November 21, 2008 in Europe.

The *Need for Speed* Die-Cast Collection will be available in 1:64, 1:24, and 1:18 scales. The brand from Maisto is set to offer over 20 different vehicles and designs, all of which have been replicated to follow the design cues of vehicles in the video game. Additionally, each vehicle package will have a special code that, when used with a video game, will unlock special in-game vehicle designs. The codes will work with Xbox 360® video game and entertainment systems, PLAYSTATION®3 computer entertainment systems, and PCs.

"Maisto is thrilled to be partnering with Electronic Arts, the most innovative video game maker in the world. The *Need for Speed* brand encompasses many of the facets that we look to achieve with our own car selections and designs, and we expect this combination of two industry powerhouses will be a force for years to come," said Rick Berman, Director of International Licensing/Marketing/Design for Maisto.

"We are excited to work with an organization that shares our passion for cars," said Tabitha Hayes, Director of Marketing at Black Box, developer of *Need for Speed*. "The *Need for Speed* experience extends beyond the gaming system. This relationship taps into our expertise and knowledge to create die-cast vehicles reflective of contemporary car culture."

Need for Speed Undercover takes players back to the franchise's roots and re-introduces break-neck cop chases and spectacular highway battles. Players discover a world of high-stakes and high-speed action in some of the world's hottest cars. The all-new Heroic Driving Engine propels the action forward as players experience the dramatic story through spectacular Hollywood-style live-action in-game movies.

Need for Speed Undercover is being developed by Black Box in Vancouver, B.C. and is slated to ship this November. It will be available for Xbox 360™ video game and entertainment system, PLAYSTATION®3 computer entertainment system, and Wii™ as well as the PlayStation®2 computer entertainment system, Nintendo DS™, PSP® (PlayStation® Portable) handheld entertainment system, PC and mobile. More information can be found at www.needforspeed.com.

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About Maisto

The Maisto brand name was registered in 1990 by May Cheong, a vertically integrated manufacturer based in Hong Kong. The company has been manufacturing die cast for over 30 years, have over 11,000 employees worldwide and manufacturing facilities covering over 2,000,000 square feet.

About Electronic Arts

Electronic Arts Inc. (EA), headquartered in Redwood City, California, is the world's leading interactive entertainment software company. Founded in 1982, the Company develops, publishes, and distributes interactive software worldwide for video game systems, personal computers, cellular handsets and the Internet. Electronic

Arts markets its products under four brand names: EA SPORTS™, EA™, EA SPORTS Freestyle™ and POGO™. In fiscal 2008, EA posted GAAP net revenue of \$3.67 billion and had 27 titles that sold more than one million copies. EA's homepage and online game site is 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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