

XBOX 360. XBOX LIVE

GameStop  
POWERUP  
REWARDS  
MEMBERS EXCLUSIVE

NEED FOR SPEED THE RUN  
MOST WANTED CHALLENGE SERIES

UNLOCK FOR 3 BONUS EVENTS AND 2 BONUS CARS  
INCLUDING THE BMW M3 GTS INSPIRED BY NEED FOR SPEED MOST WANTED

NOT A POWER UP REWARDS MEMBER? ASK STORE ASSOCIATE FOR DETAILS

# NEED FOR SPEED THE RUN

LIMITED EDITION



Use the code on back to  
access the *Need for Speed The Run*  
Most Wanted Challenge Series!\*



## THANK YOU FOR PRE-ORDERING NEED FOR SPEED™ THE RUN FROM GAMESTOP

Use the code below to access the *Need for Speed The Run* Most Wanted Challenge Series, giving you access to the Most Wanted-inspired BMW M3 GTS, the Mustang Boss 302 and 3 bonus challenges\*



Code found on receipt.

Redemption code expires November 15, 2012

### To redeem your code on Xbox 360®:

1. Boot up *Need for Speed The Run* on your Xbox 360 console
2. In the main menu, select 'Extras'
3. In the 'Extras' Menu, select 'Redeem Code'
4. Enter your code using the virtual keyboard when prompted and select 'Continue'
5. Unlocked cars will be available in *The Run's* Story Mode, Challenge Series and in Multiplayer
6. Unlocked bonus events will be added to your Challenge Series

For technical support, please visit <http://support.ea.com>.

XBOX 360. XBOX LIVE. GameStop power to the players

\*PRE ORDER OFFER EXPIRES NOVEMBER 15, 2011. CODE EXPIRES NOVEMBER 15, 2012. GOOD ONLY FOR NEW PURCHASES OF "NEED FOR SPEED THE RUN" ("PRODUCT"). VALID ONLY AT GAMESTOP STORES AND [www.gamestop.com](http://www.gamestop.com). CUSTOMERS WILL BE EMAILED THE CODE FOR THE DOWNLOADABLE CONTENT WITHIN 5 DAYS AFTER SHIPMENT OF PRODUCT. OFFER MAY NOT BE SUBSTITUTED, EXCHANGED, SOLD OR REDEEMED FOR CASH OR OTHER GOODS OR SERVICES. VALID ONLY IN NORTH AMERICA. MAY NOT BE COMBINED WITH ANY OTHER OFFER, GIFT CARD, REBATE OR DISCOUNT COUPON. VOID WHERE PROHIBITED, TAXED OR RESTRICTED BY LAW. INTERNET CONNECTION AND EA /ORIGIN ACCOUNT REQUIRED. YOU MUST BE 13+. EA MAY RETIRE ONLINE FEATURES AFTER 30 DAYS NOTICE POSTED ON [www.ea.com/2/service-updates](http://www.ea.com/2/service-updates).



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