



EA Mythic's Ultima Online: Kingdom Reborn Launches in North America

Pioneering MMORPG Receives Massive Graphic and Gameplay Update Via Free Downloadable Expansion -- New 14-day Trial Available

REDWOOD CITY, Calif.--(BUSINESS WIRE)--Aug. 27, 2007--Electronic Arts Inc (NASDAQ:ERTS), the world's leading interactive entertainment company, today announced that Ultima Online™: Kingdom Reborn, the latest expansion to Ultima Online, is now available for free download at UO.com and IGN's popular game download site FilePlanet. Ultima Online: Kingdom Reborn introduces a stunning graphic update, all-new user interface and updated new player experience to Ultima Online, the MMO that ushered in the modern MMO era. Ultima Online: Kingdom Reborn is available for free to all players at:

UO.com
www.uoherald.com/kingdomreborn/gamefiles
FilePlanet
<http://www.fileplanet.com/promotions/uo>

For newcomers to Ultima Online, a free 14-day trial of Kingdom Reborn is now available for download at:
<http://www.uoherald.com/kingdomreborn/trial>

With Ultima Online: Kingdom Reborn, the legendary kingdom has been redrawn, reengineered and rebuilt for the next decade of players seeking an epic, fantasy MMO experience. The revamped new player content welcomes those who have never adventured through the celebrated lands of Ultima Online. Additionally, enhanced visuals and brand-new user interface present the game in a whole new light to veteran players.

"As the tenth anniversary of Ultima Online's launch approaches, Kingdom Reborn introduces an entirely new experience while preserving the spirit of the classic MMO," said Mark Jacobs, VP and General Manager of EA Mythic. "Kingdom Reborn represents EA's ongoing commitment to MMOs and Ultima Online's dedicated and loyal community, some of whom have been playing the game since its launch almost ten years ago."

To learn more about Ultima Online: Kingdom Reborn, visit www.uo.com/kingdomreborn. This game is rated "T" (Teen) by the ESRB.

About Ultima Online

Released in September 1997, Ultima Online features an epic storyline incorporating elements of magic and fantasy. With devoted followers around the world, Ultima Online has thrived for a decade. The game has spawned seven expansions and dozens of free content updates, making it one of the deepest, largest MMORPGs ever created.

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 BIG™ and POGO™. In fiscal 2007, EA posted revenue of \$3.09 billion and had 24 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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