



## **EA Mythic Unveils Warhammer(R) Online: Age of Reckoning(TM) Collector's Edition**

### **The Ultimate Warhammer Online Experience Includes Exclusive Miniature, Original Graphic Novel, Bonus Quests and Rewards, Art Book, and More**

FAIRFAX, Va.--(BUSINESS WIRE)--March 26, 2008--EA Mythic, a division of Electronic Arts Inc. (NASDAQ:ERTS), today unveiled the first details of the Warhammer® Online: Age of Reckoning™ (WAR) Collector's Edition. This premium, limited edition of EA Mythic's massively-multiplayer online role-playing game will be packed with bonus in-game content and unique collectibles unavailable elsewhere, including an exclusive Games Workshop miniature. Only 60,000 copies of the Collector's Edition will be available in North America, and those who pre-order the product will receive additional exclusives. The WAR Collector's Edition carries an MSRP of \$79.99, and is available for pre-order in North America at Best Buy, GameStop, EB and GameCrazy retail stores, and online at GameStop.com, EBGames.com, BestBuy.com, Amazon.com, GoGamer.com and EAStore.com.

"Collecting has been a part of the Warhammer hobby experience for 25 years, and this special Collector's Edition continues the tradition with exclusive offerings, including an official Games Workshop miniature," said Mark Jacobs, VP and General Manager, EA Mythic. "We are bringing the quintessential elements of Warhammer - tabletop miniatures, incredible fantasy art, and delightfully grim fiction - along with exciting in-game bonus content, together in what is sure to be one of the premier Collector's Editions of all time."

The WAR Collector's Edition will include:

#### **EXCLUSIVE GAMES WORKSHOP MINIATURE - GRUMLOK AND GAZBAG**

From the Age of Reckoning to your tabletop battle! Based on original characters from the MMORPG and designed by Games Workshop specifically for the Collector's Edition, this official Warhammer metal miniature depicts the Greenskin warboss, GRUMLOK, and his shaman, GAZBAG, in rich detail. (Assembly and painting required.)

#### **ORIGINAL GRAPHIC NOVEL - WARHAMMER ONLINE: PRELUDE TO WAR**

The forces of Order and Destruction collide under the red Chaos moon! Commissioned exclusively for the Collector's Edition, WARHAMMER ONLINE: PRELUDE TO WAR is a full-color, 128-page hardcover graphic novel that sets the stage for the start of the game. Written by acclaimed Games Workshop writer Graham McNeill, the oversized book is richly illustrated by Chad Hardin, Joe Abraham, Rahsan Ekedal, Tony Parker, and Kevin Hopgood. Each of the graphic novel's six chapters tells a unique story about the armies in the game, and together they detail the events leading up to the Age of Reckoning:

#### **ART BOOK - THE ART OF WARHAMMER ONLINE**

A stunning collection of art that gave birth to the Age of Reckoning. THE ART OF WARHAMMER ONLINE is a 224-page hardcover collection of original art from the game. Each of the glossy, full-color pages showcases the talented work of our concept artists and offers a glimpse at a world in the making.

#### **BONUS IN-GAME ITEM - THE LIBRAMS OF INSIGHT**

Wisdom is its own reward. Readers of the Librams of Insight are granted special insight into their own actions and earn experience at a higher rate for a limited time. (XP-gain modifier for 60 minutes, 3 uses, 90 minute reuse timer.)

#### **BONUS IN-GAME CONTENT - QUESTS, REWARDS, AND TITLES**

New adventures and just rewards await players on the battlefields of WAR! Purchasers of the Collector's Edition will begin their adventures in the Age of Reckoning with twelve (12) bonus quests awaiting them in their Tome of Knowledge. Each quest offers an exciting in-game reward, as well as a unique character title, to those that complete the challenges before them.

## BONUS IN-GAME CONTENT - CHARACTER HEADS

Stand out in a crowd with a look unlike anyone else's! The WAR Collector's Edition includes twelve (12) bonus heads for additional character customization options. Each race gets a truly distinctive look (with male and female versions) that is sure to turn heads on the battlefields and be the envy of everyone in the army.

As an added bonus, players who pre-order the Collector's Edition will receive two exclusive in-game items, guaranteed access to the Open Beta, and special early access to the live game.

For more information about the Warhammer Online: Age of Reckoning Collector's Edition, the bonus in-game content, and the North American pre-order offer, visit [www.warhammeronline.com/collectorsedition/](http://www.warhammeronline.com/collectorsedition/). For information about the European Collector's Edition and pre-order program, visit [www.war-europe.com/collectorsedition/](http://www.war-europe.com/collectorsedition/).

Based on Games Workshop's epic and longstanding tabletop fantasy war game, Warhammer Online features revolutionary Realm vs. Realm™ (RvR) gameplay that immerses players in a world of perpetual conflict. Warhammer Online: Age of Reckoning is scheduled for launch on the PC in the Fall of 2008.

### About Warhammer® Online: Age of Reckoning™ (WAR)

War is everywhere in Warhammer Online: Age of Reckoning (WAR), the new fantasy MMORPG from the creators of Dark Age of Camelot™. Based on Games Workshop's wildly successful Warhammer tabletop fantasy war game, this world provides a rich setting for hundreds of thousands of players to experience the epic nature of war and the glory of battle.

Players are thrust into a grim world of perpetual conflict to fight for the Realms of Order (Dwarfs, High Elves, and Empire) or Destruction (Greenskins, Dark Elves, and Chaos). Next generation Realm vs. Realm™ game play ensures that players are never fighting alone. With an army of allies at their back, players will defend their homeland, invade enemy Realms, and ultimately lead the siege of their enemy's Capital City. Every aspect of the game - every player, every quest, every encounter, and every battle - can turn the tide of the ongoing war and mean victory for a player's Realm!

For the first time ever, players can engage in Public Quests™ - multi-stage, communal quests to be completed by allied players fighting together against overwhelming odds. They can also embark on an epic quest to complete the Tome of Knowledge and unlock Warhammer lore, detailed monster information, new abilities, rewards, and major story plotlines. Drawing from a quarter century of highly detailed source material, Warhammer Online: Age of Reckoning will bring Games Workshop's fantasy world to life in a way that will allow players to create characters destined for great deeds on the field of battle.

To learn more about the game, please visit [www.warhammeronline.com](http://www.warhammeronline.com).

### 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](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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