



EA Prepares for War and Announces Ship Date for Warhammer(R) Online: Age of Reckoning(TM)

Mythic Entertainment Declares September 18, 2008 a "Day of Reckoning"

FAIRFAX, Va., Aug 06, 2008 (BUSINESS WIRE) -- Hot on the heels of spectacular showings at E3 and Comic-Con, Mythic Entertainment, an Electronic Arts Inc. (NASDAQ:ERTS) studio, today announced that fans will be able to enter the gritty fantasy world of Warhammer(R) Online: Age of Reckoning(TM) (WAR) on September 18th, 2008 when the highly-anticipated MMORPG goes live. After three years in development by Virginia-based Mythic Entertainment, WAR will open its North American, European and Oceanic servers and offer players a variety of flexible subscription options. Gamers who pre-order WAR in North America will enjoy special benefits including open beta admission, a live game head start, and bonus in-game items.

Based on Games Workshop's epic and longstanding tabletop fantasy war game, WAR is a unique MMORPG that features revolutionary Realm vs. Realm(TM) (RvR) gameplay that will immerse players in a world of perpetual conflict for years to come. WAR has been recognized for its unique play style that appeals to novice MMO players while offering incredible depth for more seasoned players.

Consumer demand for WAR is mounting with all units of the game's Collector's Edition having been pre-sold in North America. In addition, the title is receiving significant media attention, picking up numerous critic awards at this year's E3, including "Best PC Game" from G4's XPlay, "Best MMO" from IGN and Voodoo Extreme, and "Top 10 PC Game" from Gamespy, as well as being nominated for the prestigious Game Critic's Awards "Best PC Game".

"The countdown has officially begun. Mark your calendars! September 18th is the Day of Reckoning," said Mark Jacobs, founder and general manager of Mythic Entertainment. "For the last three years, the entire team at Mythic has poured their hearts into making Warhammer Online the next great MMORPG. We are so excited to open up this world and share it with the fans that will live in it, quest in it, go to war in it and make it come alive."

Fans looking forward to laying siege to their enemy's capital city will have several pricing options available, beginning with a \$14.99 monthly subscription. Additionally, collectible 30- and 60-day prepaid Game Time(TM) Cards will be available at many game retailers. WAR subscription options include:

- Monthly Subscription: \$14.99 USD
- 3-Month Subscription: \$41.97 (\$13.99 per month)
- 6-Month Subscription: \$77.94 (\$12.99 per month)

Players can now pre-order their copy of WAR to secure their spots on the frontlines with a special pre-order package that includes:

- Open beta admission: Pre-order customers can experience the glory of battle and the thrill of WAR by participating in the open beta test.
- Head Start program: Players can begin their adventures in the Age of Reckoning before the game's official launch.
- Bonus in-game items: Players can equip their characters with two bonus in-game items by pre-ordering from select retail partners.
- Universal Fighting System(TM) Battle Deck: The Emperor Karl Franz and Tchar'zaneq, dread Champion of Tzeentch, go head-to-head in this exclusive collectible card game from Fantasy Flight Games. (Available in a limited supply from select retailers.)

Participating pre-order partners include Amazon.com, Best Buy, Circuit City, Direct2Drive, EAStore.com, EB Canada, EB Games, Fry's, Futureshop, GameCrazy, GameStop, GoGamer.com, and Walmart.com. (Pre-order offers will vary by retailer.) The European pre-order program is scheduled to begin in late August. For more information about the North American pre-order program, visit www.warhammeronline.com/preorder.

Available for the PC, WAR is rated "T" for TEEN by the ESRB. WAR will be the first MMORPG to launch servers simultaneously in North America, Europe, and Oceania when it goes live on September 18th, 2008. For more information, visit <http://www.warhammeronline.com/>.

About Warhammer(R) Online: Age of Reckoning(TM)

Experience the glory of Realm vs. Realm(TM)! Declare your allegiance and join hundreds of thousands of mighty heroes on the battlefields of Warhammer Online: Age of Reckoning, the new MMORPG from Mythic Entertainment, the creators of Dark Age of Camelot(TM). Enter a grim fantasy world of perpetual conflict to fight for the Realms of Order (Dwarfs, High Elves, and Empire) or Destruction (Greenskins, Dark Elves, and Chaos). Invade enemy lands, besiege imposing fortresses, and sack sprawling capital cities for the glory of your Realm. Wield devastating magic and deadly weapons, battle monstrous creatures, and join your brothers-in-arms in epic Public Quests(TM). Climb the Bastion Stair, carry your Guild Banner into battle, and unlock the infinite secrets of the Tome of Knowledge as you travel the world. Sharpen your blade and unleash your inner mutation; the Age of Reckoning has begun and WAR IS EVERYWHERE!

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(TM), EA(TM), EA SPORTS Freestyle(TM) and POGO(TM). 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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