



Warhammer Online: Age of Reckoning Deploys to Retail Stores

Mythic Entertainment Lets Loose the Armies of WAR as the "Day of Reckoning" Approaches

FAIRFAX, Va., Sep 15, 2008 (BUSINESS WIRE) -- Mythic Entertainment, an Electronic Arts Inc. (NASDAQ:ERTS) studio, today announced that the highly-anticipated MMORPG, Warhammer(R) Online: Age of Reckoning(TM) (WAR), will ship tomorrow to retail stores across North America, Europe, and Oceania in preparation for launch on September 18th. WAR set a company record for the most retail pre-orders placed by consumers for a PC title in EA's 26 year history. Overall, the company has sold 1.5 million units of WAR to retailers.

Based on the popular tabletop game from Games Workshop, Warhammer Online: Age of Reckoning is an epic fantasy MMORPG featuring innovative Realm vs. Realm(TM) game play that pits the armies of Order and Destruction against one another on the battlefield to determine the fate of nations. Hundreds of thousands of players have already joined the battle in the open beta, and soon the time will be at hand for players the world over to pledge their allegiance to the armies of WAR.

"This is truly a historic day for both EA and Mythic as we prepare to send more copies of WAR to retailers than any other newly launched MMORPG in North America and Europe. Over the course of our beta, over a million gamers throughout the world sent a clear signal to us - they want WAR, and we are more than happy to oblige them," said Mark Jacobs, co-founder and general manager of Mythic Entertainment. "In three days the real battle begins -- we have declared September 18th the 'Day of Reckoning,' and WAR will soon be upon us!"

Warhammer Online: Age of Reckoning is rated "T" for Teen by the ESRB and is available for PC at an MSRP of \$49.99. WAR will be the first MMORPG to open its 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 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. So sharpen your blades and unleash your inner mutation. The Age of Reckoning has begun and WAR IS EVERYWHERE!

For more information, visit <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(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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