



## Mythic Entertainment Launches Warhammer Online: Age of Reckoning

### The Day of Reckoning Has Arrived as Game Servers Go Live!

FAIRFAX, Va., Sep 18, 2008 (BUSINESS WIRE) -- LET THE WORLDWIDE WAAAGH! BEGIN! Mythic Entertainment, an Electronic Arts Inc. (NASDAQ:ERTS) studio, today launched the highly anticipated MMORPG, Warhammer(R) Online: Age of Reckoning(TM) (WAR), in North America, Europe and the Oceanic territories. With the game's servers now officially live, all players are invited to enter WAR's grim fantasy world, swear allegiance to the armies of Order or Destruction, and experience the glory of Realm vs. Realm(TM) combat.

"The Day of Reckoning is finally at hand and I am pleased to invite players to take their first steps into the Warhammer Fantasy universe," said Mark Jacobs, co-founder and general manager of Mythic Entertainment. "The stage is set and the combatants are ready - it's time to go to WAR!"

WAR offers a number of subscription options for eager recruits:

-- Monthly Subscription: \$14.99 USD

-- 3-Month Subscription: \$41.97 (\$13.99 per month) USD

-- 6-Month Subscription: \$77.94 (\$12.99 per month) USD

Players entering the Age of Reckoning can look forward to invading enemy lands, assaulting imposing fortresses, and sacking sprawling capital cities for the glory of your Realm. They will wield devastating magic and deadly weapons, battle monstrous creatures, and join their brothers-in-arms in epic Public Quests(TM). Players can climb the Bastion Stair, carry their Guild Banner into battle, and unlock the infinite secrets of the Tome of Knowledge as they travel the world. The wait is over - the Age of Reckoning has begun and war is everywhere!

Warhammer Online: Age of Reckoning is now in stores everywhere at an MSRP of \$49.99. Available for PC, WAR is rated "T" for Teen by the ESRB. Prepaid Game Time(TM) cards are also available at most game retailers. For more information, visit <http://www.warhammeronline.com/>.

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

Experience the glory of Realm vs. Realm! Declare your allegiance and join 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 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](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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