



## Half a Million Players Enlist in the Armies of Warhammer Online: Age of Reckoning!

### 500,000 New Player Accounts Created for Mythic Entertainment's New Fantasy MMORPG

FAIRFAX, Va., Sep 26, 2008 (BUSINESS WIRE) -- The Armies have assembled and the Worldwide WAAAGH! is Underway! Mythic Entertainment, an Electronic Arts Inc. (NASDAQ:ERTS) studio, today announced that in the first week since launch over 500,000 new players have registered for fantasy MMORPG, Warhammer(R) Online: Age of Reckoning(TM) (WAR), in North America, Europe and the Oceanic territories. EA's most highly pre-ordered PC title, WAR has now become the fastest-selling new MMO of all time.

"In just one week we have a half a million people playing WAR online, and the ranks of Order and Destruction are growing at a record-breaking pace for a new MMORPG," said Mark Jacobs, co-founder and general manager of Mythic Entertainment. "We spent years working to provide players with the most stable, epic, and polished online world we could, but it is the players that have truly brought the Age of Reckoning to life."

Based on the popular tabletop war game from Games Workshop, Warhammer Online: Age of Reckoning features revolutionary Realm vs. Realm(TM) conflict that will provide an engaging battleground for years to come. Available for PC and rated "T" for Teen by the ESRB, WAR is now in stores everywhere at an MSRP of \$49.99. 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 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>.

EA, EA SPORTS, EA SPORTS Freestyle, POGO, Mythic Entertainment, Dark Age of Camelot, Public Quests, and Realm vs. Realm are trademarks or registered trademarks of Electronic Arts Inc. in the U.S. and/or other countries.

Games Workshop, Warhammer, Warhammer Online, Age of Reckoning, and all associated marks, names, races, race insignia, characters, vehicles, locations, units, illustrations and images from the Warhammer world are either (R), (TM) and/or (C) Games Workshop Ltd 2000-2008. Used under license by Electronic Arts Inc. All Rights Reserved.

All other trademarks are the property of their respective licensors.

SOURCE: Electronic Arts Inc.

TriplePoint

Eddiemae Jukes, 415-955-8522

[eddiemae@triplepointpr.com](mailto:eddiemae@triplepointpr.com)

or

Electronic Arts

Tammy Schachter, 650-628-7223

Senior Director of PR

[tschachter@ea.com](mailto:tschachter@ea.com)

Scott Gamel, 650-628-7286

Sr. PR Manager

[sgamel@ea.com](mailto:sgamel@ea.com)

Copyright Business Wire 2008

News Provided by COMTEX