



750,000 Players Join the Waaagh! in Warhammer Online: Age of Reckoning

The Armies of WAR Continue to Grow as New Recruits Join the Battle in Support of Order or Destruction

FAIRFAX, Va., Oct 10, 2008 (BUSINESS WIRE) -- Mythic Entertainment, an Electronic Arts Inc. (NASDAQ:ERTS) studio, today announced that 750,000 players have registered for the critically acclaimed fantasy MMORPG, Warhammer(R) Online: Age of Reckoning(TM) (WAR) in North America, Europe and the Oceanic territories. WAR topped the PC sales charts around the world at launch, and is on track to be one of the best-selling PC games of 2008.

"Thanks to our players, the war between the Realms continues to escalate at an incredible pace," said Mark Jacobs, co-founder and general manager of Mythic Entertainment. "The battlefields are alive with three quarters of a million players fighting for the forces of Order and Destruction in truly epic and unparalleled Realm vs. Realm battles!"

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. 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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