

This Holiday's Hottest Video Game, Mirror's Edge Ships to Retailers Worldwide

DICE Redefines the Action Adventure Genre With a New First-Person Perspective, New Freedom of Movement and a New Heroine

REDWOOD CITY, Calif., Nov 11, 2008 (BUSINESS WIRE) -- There's no looking back! DICE, an Electronic Arts Inc. studio (NASDAQ:ERTS), today announced that the highly acclaimed first-person action adventure title, Mirror's Edge(TM) has shipped to retailers worldwide for the PLAYSTATION(R)3 computer entertainment system and the Xbox 360(R) videogame and entertainment system. The PC version of Mirror's Edge will ship in North America in January 2009. To keep the action coming after launch, DICE is currently developing downloadable content that will be available at the beginning of the year. More details to be announced shortly.

Mirror's Edge is a unique first-person action adventure where players are introduced to Faith, a 'runner' in a world where communication channels are highly monitored and the movement of information is closely watched. In the game, players step straight into the shoes of this modern day heroine who traverses vertigo-inducing cityscape, engaging in intense combat, fast-paced chases and challenging puzzles. When Faith's sister gets framed for murder, Faith finds herself on the edge of the city, on the wrong side of the law.

"We set out to create a game unlike any other; from the core gameplay controls to the main character and the look of the world, we wanted to give gamers a new experience," said Owen O'Brien, Senior Producer, DICE. "We're eager for players to experience what true first-person movement feels like in a game. Faith is a very human heroine with no super powers or even a weapon that has been put in an extraordinary situation where she must rely on her agility, intelligence and strength to stay alive."

Featured on the cover of an incredible 39 magazines worldwide, Mirror's Edge has won numerous critic awards including "Best Xbox 360 Game" at the GC Developers Conference in Leipzig, Germany and the Game Critics Award for "Best Original Game" at E3 in July. Mirror's Edge was developed at EA Digital Illusions CE AB (DICE) in Stockholm, Sweden. The game is rated "T" by the ESRB and "16+" by PEGI. For more information on EA DICE or Mirror's Edge, please visit www.ea.com, www.dice.se or www.mirrorsedge.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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SOURCE: Electronic Arts Inc.

Electronic Arts Inc.
Kelly Ekins, 514-664-8143
Sr. Publicist
kekins@ea.com

Peter Nguyen, 650-628-3607
Sr. PR Manager
pnguyen@ea.com
Tammy Schachter, 650-628-7223
Senior Director, PR
tschachter@ea.com

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