



GigaMedia Unveils Warhammer Online: Age of Reckoning Traditional Chinese Website

TAIPEI, Taiwan, Dec 05, 2008 (BUSINESS WIRE) --

GigaMedia Ltd (NASDAQ:GIGM), publisher of *Warhammer(R) Online: Age of Reckoning(TM)* (*WAR*) in Taiwan, Hong Kong, and Macau, and Mythic Entertainment, an Electronic Arts Inc. (NASDAQ:ERTS) studio, today announced the launch of the localized Chinese language* website for the fantasy Massively Multiplayer Online Role-Playing Game (MMORPG) *Warhammer Online: Age of Reckoning*.

Launched in September 2008 in North America, Europe and Southeast Asia, *WAR* has received multiple Editor's Choice awards from media outlets including IGN, GameSpy and GameFocus. A fully localized traditional Chinese version of *WAR* is slated for launch in early 2009.

"The launch of this site is a big step toward our goal of delivering *WAR* to a truly worldwide audience," said Mark Jacobs, co-founder and general manager of Mythic Entertainment. "We want any and all interested players to be able to join the ranks of Order and Destruction, regardless of location or language. The battle between Realms can only get better as more warriors join the fight for the Age of Reckoning."

With the launch of the new website, gamers in Taiwan, Hong Kong and Macau will have access to the latest game information, including background on the armies, the history, the characters, and the classes of *WAR*. In addition the latest information on the introduction of the two new careers, The Black Guard and The Knight of the Blazing Sun, will be available on the website this December. In anticipation of the 2009 launch, the website will also provide players with up-to-the-minute community news and account management functions.

For More Information, please visit the *WAR* websites:

Traditional Chinese: <http://www.warhammeronline.com.tw/>

English: <http://www.warhammeronline.com>

FunTown blog: <http://blog.wartown.com.tw>

*Traditional Chinese

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 GigaMedia

GigaMedia Limited (Singapore registration number: 199905474H) is a major provider of online entertainment software and services. GigaMedia develops and licenses software for online gaming. GigaMedia also operates online games businesses including FunTown, a leading Asian casual games portal and the world's largest online MahJong game site in terms of revenue, and T2CN, a leading online casual sports game operator in China. More information on GigaMedia can be obtained from

www.gigamedia.com.tw.

About FunTown

FunTown is one of the leading casual game platforms in Asia, with over four million registered users and a wide variety of fun and exciting games, including the world's largest Mahjong platform in terms of revenue. FunTown generates revenues through access fees and also through the sales of various in-game items. FunTown was acquired by GigaMedia in 2006.

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>.

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, 415-955-8523

eddiemae@triplepointpr.com

or

Electronic Arts

Tammy Schachter, 650-628-7223

Senior Director of PR

tschachter@ea.com

Scott Gamel, 650-628-7286

Sr. PR Manager

sgamel@ea.com

Copyright Business Wire 2008

News Provided by COMTEX