



Mirror's Edge for PC Ships to Retail Stores Today

Award-Winning Action Adventure Game That Redefined First Person Games Makes Its Way to the PC

REDWOOD CITY, Calif., Jan 13, 2009 (BUSINESS WIRE) --

DICE, an Electronic Arts Inc. studio (NASDAQ:ERTS), today announced that the critically acclaimed first-person action adventure title, *Mirror's Edge*(TM) has shipped for the PC to retailers in North America and will ship worldwide on January 16th. Players who purchase the PC version of the game will also receive a free copy of the *Mirror's Edge* remix album. The album features the popular title track "Still Alive" performed by Swedish rock/pop star Lisa Miskovsky and remixes by some of today's hottest artists including Benny Benassi, Paul van Dyk and Armand Van Helden.

DICE also confirmed today that downloadable content (DLC) for the PLAYSTATION(R)3 computer entertainment system, the Xbox 360(R) videogame and entertainment system and the PC will be available January 29th. This special DLC pack will challenge players to achieve the fastest times possible on nine races across seven all-new and totally redesigned Time Trial maps. The DLC pack will be available for \$10 USD or 800 Microsoft points.

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. When Faith's sister gets framed for murder, Faith finds herself on the edge of the city, on the wrong side of the law. The PC version of the game uses the NVIDIA(R) PhysX(TM) physics engine to bring the world of *Mirror's Edge* to life with real-world visual effects of wind, weapons impact, and free-motion movements.

Gamers can download the free demo available now at the PlayStation(R)Store and Xbox LIVE(TM) Marketplace. The demo features a tutorial of the game, a segment of the single-player story mode and sections of the addictive Time Trial mode.

Featured on the front cover of over 40 gaming magazines in 2008, *Mirror's Edge* also won numerous critic awards including the Game Critics Award for "Best Original Game" and the IGN award for "Best Action Game" at E3. *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™, EA™, EA SPORTS Freestyle™ and POGO™. 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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