



EA Goes to WAR in Russia as Warhammer Online: Age of Reckoning Ships on February 5

MOSCOW, Jan 14, 2009 (BUSINESS WIRE) --

Warhammer(R) Online: Age of Reckoning(R) continues its worldwide march as Mythic Entertainment(TM), an Electronic Arts Inc. (NASDAQ:ERTS) studio, today announced that the fully localized Russian version of *Warhammer Online: Age of Reckoning (WAR)* will go live on February 5, 2009. The Russian version of *WAR* will feature a fully localized gameplay experience as well as regionally-based servers and customer support.

First launched in North America, Europe and Oceania in September of 2008, *WAR* continues to receive praise from media for innovative features such as Realm vs. Realm(TM) gameplay and Public Quests(TM), picking up numerous year-end critics awards including GameSpy's MMO Game of the Year Award and IGN's Best of 2008.

"Everyone at Mythic Entertainment is honored and gratified each time we get the chance to bring the glory of *WAR* to those who have yet to experience it," said Mark Jacobs, co-founder and general manager of Mythic Entertainment. "In February a whole new force of Russian recruits will join the ranks of Order and Destruction - and it's going to be fantastic."

Based on Games Workshop's epic and longstanding tabletop fantasy war game, *WAR* is a unique MMORPG that features revolutionary Realm vs. Realm(TM) (RvR) gameplay that will immerse players in a world of perpetual conflict for years to come. *WAR* has been recognized for its unique play style that appeals to novice MMO players while offering incredible depth for more seasoned players.

Russian gamers will have a choice to acquire one of three different packaging options in the Russian market:

Collector's Edition - 2499 Rub

The Collector's Edition will include an exclusive Games Workshop miniature - Grumlok and Gazbag, the fully localized original Graphic Novel - Prelude To War, Art Book, 30 days of gameplay and additional in-game quests, items and rewards. A limited quantity of 5100 Collector's Editions will be available.

Limited Edition SteelBook - 899 Rub

A Limited Edition SteelBook version will feature the game, Russian user manual and 30 days of gameplay.

Jewel Case - 499 Rub

The Jewel Case will contain the game and unique key for new account creation with 14 days of gameplay. Alternatively, the key can be used by existing account holders as a 30 day prepaid game card.

Additionally, active *WAR* accounts will be able to buy a 60-Day prepaid game card. Packed in a DVD box with a stylish coaster for beverages, it will be available for 899 Rub.

WAR is developed for the PC. For more information visit www.war-russia.ru

About *Warhammer(R) Online: Age of Reckoning(R)*

Experience the glory of Realm vs. Realm(TM)! Declare your allegiance and join hundreds of 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 fantasy 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. 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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SOURCE: Electronic Arts Inc.

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