



## **Warhammer Online: Age of Reckoning Hits Retail Stores in Russia**

### ***Mythic Entertainment Deploys Fully Localized Version of the Highly Acclaimed MMORPG***

MOSCOW, Feb 05, 2009 (BUSINESS WIRE) -- Mythic Entertainment(TM), an Electronic Arts Inc. (NASDAQ:ERTS) studio, today announced the Russian launch of *Warhammer(R) Online: Age of Reckoning(R) (WAR)*. Now available on store shelves across the country, *WAR* gives Russian gamers the chance to take part in epic Realm vs. Realm(TM) (RvR) battles on regional servers with fully localized gameplay and customer support.

Based on the popular tabletop game from Games Workshop, *Warhammer Online: Age of Reckoning* is an epic fantasy MMORPG featuring innovative RvR game play and Public Quests(TM). Immersed in a world of perpetual conflict between the armies of Order and Destruction, novice MMO players and veterans alike will appreciate the incredible depth and variety available in *WAR*.

*WAR* was recognized by numerous critics in 2008, receiving end-of-year awards from IGN, GameSpy, G4 TV, MMORPG.com, Massively and others. In addition, *WAR* has been nominated for the 'MMO of the Year' Interactive Achievement Award by the Academy of Interactive Arts and Sciences. In Russia, *WAR* received "Best MMORPG of the Year" awards from Igromania, Game World Navigator and World of Fantasy magazines.

"*WAR* is Everywhere', and now that *WAR* has launched in Russia, that statement rings even more true than before," said Mark Jacobs, co-founder and general manager of Mythic Entertainment. "We encourage gamers throughout Russia to take up the cause, and fight alongside their friends on the front lines of the definitive RvR experience!"

"We are delighted to introduce *WAR* to Russian gamers, who will enjoy a fully localized version of the game," said Tony Watkins, Regional Director Russia and CIS. "The result of Mythic's tremendous effort is about to be experienced by a whole new audience, who we think will receive it with great enthusiasm. Welcome to *WAR* in Russia!"

Russian gamers 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.

*WAR* subscription options include:

- **Monthly Subscription: 349 Rub**
- **3-Month Subscription: 949 Rub**
- **6-Month Subscription: 1799 Rub**

In addition, a 60-day prepaid game card is available for 899 Rub.

WAR is developed for the PC. For more information visit [www.war-russia.ru](http://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](http://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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