



DICE Announces Battlefield: Bad Company 2

Before Rejoining the 'B' Company, Players Go Back to WWII in Battlefield 1943

STOCKHOLM, Feb 05, 2009 (BUSINESS WIRE) -- DICE, an Electronic Arts Inc. studio (NASDAQ:ERTS), today announced *Battlefield: Bad Company 2(TM)*, the sequel to last year's blockbuster title. In this installment, the Bad Company crew again find themselves in the heart of the action, where they must use every weapon and vehicle at their disposal to survive. The action unfolds with unprecedented intensity, introducing a level of fervor to vehicular warfare never before experienced in a modern warfare action game. To get ready for the assault this winter, players can prepare for action in *Battlefield 1943(TM)*, an all-new multiplayer game available this summer via PlayStation(R)Store, Xbox LIVE(TM) Marketplace and on the PC.

In *Battlefield: Bad Company 2*, the 'B' company fight their way through snowy mountaintops, dense jungles and dusty villages. With a heavy arsenal of deadly weapons and a slew of vehicles to aid them, the crew set off on their mission and they are ready to blow up, shoot down, blast through, wipe out and utterly destroy anything that gets in their way. Total destruction is the name of the game, delivered as only the DICE next generation Frostbite(TM) engine can. Either online or offline, enemies will soon learn there is nowhere to hide. *Battlefield: Bad Company 2* will be available for the Xbox 360(R) videogame and entertainment system, the PLAYSTATION(R)3 computer entertainment system and the PC.

Using the same Frostbite(TM) engine, *Battlefield 1943* takes players back to WWII. The game offers endless hours of 24 player multiplayer action over three classic and tropic locations; Wake Island, Guadalcanal and Iwo Jima. Delivering the award-winning through-the-gun and vehicle warfare online experience DICE is best recognized for, *Battlefield 1943* will have players battling in ruthless aerial dog fights and intense trench combat. Players can see the game in action at New York Comic Con (Booth #1441) from February 6th-8th.

"*Bad Company 2* takes everything that players liked in the original and ups the ante - more vehicles, more destruction and more team play," said Karl Magnus Troedsson, Executive Producer Battlefield Franchise, DICE. "*Battlefield 1943* is a new take on a blast from the past classic coming to life with brand new technology that we're eager to get into players hands."

To sign-up for the *Battlefield Heroes(TM)* beta, players can visit www.battlefield-heroes.com. For more information on DICE, please visit www.dice.se or www.ea.com. For more information on the *Battlefield* franchise please visit: www.battlefield.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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