



DICE Announces \$15 Price for Battlefield 1943

Premium Arcade Title Delivers Endless Hours of Multiplayer Fun, Legendary WWII Battlefield Action and Destruction

STOCKHOLM, Apr 23, 2009 (BUSINESS WIRE) -- DICE, an Electronic Arts Inc. studio (NASDAQ:ERTS), today announced that ***Battlefield 1943(TM)*** will be available in June for \$15 USD in the Xbox LIVE(TM) Marketplace (1200 MS Points) or the PlayStation(R)Store. The action-packed arcade title will also be available for PC in September. *Battlefield 1943* is an all-new multiplayer game that offers endless hours of 24-player action in popular maps inspired by *Battlefield 1942(TM)*, now updated with the Frostbite(TM) engine. The total destructibility afforded by the Frostbite engine ups the ante and leaves players with nowhere to hide.

In *Battlefield 1943*, intense battles ensue over three classic and tropic locations; Wake Island, Guadalcanal and Iwo Jima. Gamers play as the US Marines or the Imperial Japanese Navy, competing by land, air and sea. Players have the freedom to pick their path in battle - be it as a rifleman crawling through the trenches, a steel fisted tank commander, or a dog fighting pilot that protects the skies.

"Using the same Frostbite engine that we developed for *Battlefield: Bad Company*, we are able to take players back to WWII and return to the roots of the Battlefield franchise, but with a new twist - destruction," said Gordon Van Dyke, Producer on *Battlefield 1943*. "We want to offer gamers the most accessible online shooter experience and the best value found in any premium download title with *Battlefield 1943*."

For more information on DICE, please visit www.dice.se or www.ea.com. For more information on *Battlefield 1943* please visit: www.battlefield1943.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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