



## EA Announces Battlefield 1943 Community Challenge That Unlocks Additional Bonus Map "Coral Sea"

### ***Battlefield 1943 Delivers Nonstop Multiplayer Action Across Four WWII Maps for \$15***

STOCKHOLM, May 29, 2009 (BUSINESS WIRE) -- DICE, an Electronic Arts Inc. studio (NASDAQ:ERTS), today announced that ***Battlefield 1943(TM)*** will kick off a worldwide community challenge that, when achieved, will reward players by unlocking a fourth map called Coral Sea. The WWII Coral Sea map will be unlocked when the multiplayer community achieves 43M kills on Xbox Live and the same number on PlayStation(R)Network. When it ships this summer, *Battlefield 1943* will include three maps (Iwo Jima, Guadalcanal, and Wake Island) plus this fourth bonus map, all for \$15.

Coral Sea is designed to showcase the intense battle in the skies, offering an all-new Air superiority game mode. The legendary WWII action this map provides will have players dog fighting in this airplanes-only map, proving once again DICE delivers on a first class online vehicle warfare experience better than anyone else! Players will be able to track the progress of their respective console communities at [www.battlefield.com/1943](http://www.battlefield.com/1943).

*Battlefield 1943* is a premium arcade title that delivers endless hours of 24-player First-Person Shooter (FPS) action on popular maps inspired by *Battlefield 1942(TM)*. In addition to Coral Sea, *Battlefield 1943* will also have players battling over three tropic locations: Wake Island, Guadalcanal and Iwo Jima. These maps have now been updated with the DICE Frostbite (TM) engine, providing destructibility to the battlefield and leaving players with almost nowhere to hide. Gamers play as the US Marines or the Imperial Japanese Navy, competing by land, air and sea. They 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 ace pilot that rules the skies!

All four maps will be playable at the Electronic Entertainment Expo (E3 Expo) at the intersection of West Hall & Concourse Walkway.

*Battlefield 1943*, this highly anticipated FPS game, will be available on Xbox LIVE(TM) Marketplace (1200 MS Points) and PlayStation(R)Store (\$14.99) this summer, and in September on PC.

For more information on DICE, please visit [www.dice.se](http://www.dice.se) or [www.ea.com](http://www.ea.com). For more information on *Battlefield 1943* please visit: [www.battlefield.com/1943](http://www.battlefield.com/1943). Or follow us on Twitter at <http://twitter.com/OfficialBF1943>.

### **About Electronic Arts**

Electronic Arts Inc. (EA), headquartered in Redwood City, California, is a leading global interactive entertainment software company. Founded in 1982, the Company develops, publishes, and distributes interactive software worldwide for video game systems, personal computers, wireless devices and the Internet. Electronic Arts markets its products under four brand names: EA<sup>TM</sup>, EA SPORTS<sup>TM</sup>, EA Mobile<sup>TM</sup> and POGO<sup>TM</sup>. In fiscal 2009, EA posted GAAP net revenue of \$4.2 billion and had 31 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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