



Mythic Entertainment Launches 'The Land of the Dead' for Warhammer Online: Age of Reckoning

Access to the New Dungeon Zone Available Today After 24 Hour Advance Entry Won by Each Server's Winning Realm in Last Week's Live In-Game Event

FAIRFAX, Va., Jun 25, 2009 (BUSINESS WIRE) -- Mythic Entertainment(TM), an Electronic Arts Inc. (NASDAQ: ERTS) studio, today completed the roll-out of the "Call to Arms" live expansion by officially opening the doors of 'The Land of the Dead' dungeon zone to the *Warhammer(R) Online: Age of Reckoning(R) (WAR)* community. 'The Land of the Dead' opens the treacherous deserts of Nehekhara to players with the addition of a new RvR-gated zone filled with dozens of new Public Quests (TM), instanced lairs, and a massive new dungeon to plunder in search of the Casket of Souls.

Depending on a realm's performance across each individual server during last week's 'Rise of the Tomb Kings' live event, either the Armies of Order or Destruction were the first to enter the new Tomb Kings themed zone. 'The Land of the Dead' launches today to all Warhammer players after the winning realm in each server received exclusive 24-hour advanced access to 'The Land of the Dead' to explore its many lairs, battle its menagerie of new monsters, and discover the unimaginable wealth it contains.

"As the Call to Arms live expansion neared its end, we were excited to watch the heroic conflict between the Armies of Order and Destruction play out on the different servers in the 'Rise of the Tomb Kings' live event," said Jeff Hickman, Executive Producer for Mythic Entertainment. "The real struggle for control over the 'The Land of the Dead' has only begun. Players on both sides are in for the fight of their lives as they attempt to unlock the secrets of the Tomb Kings for the glory of their Realm."

Based on the popular tabletop war game from Games Workshop, *Warhammer Online: Age of Reckoning* features revolutionary Realm vs. Realm(TM) conflict that will provide players with an engaging battleground for years to come. Available now for PC, *Warhammer Online: Age of Reckoning* is rated "T" for Teen by the ESRB. For more information about the game and to download the free 10-day trial, visit www.warhammeronline.com.

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!

Launched in September 2008, *WAR* has been recognized by numerous critics, receiving "MMO of the Year" awards from G4 TV, Game Focus, and GameSpy, as well as recognition from IGN, Massively, MSNBC, MMORPG.com and others as a "Best of 2008."

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: EATM, EA SPORTSTM, EA MobileTM and POGOTM. 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. More information about EA's products and full text of press releases can be found on the Internet at <http://info.ea.com>.

EA, EA SPORTS, EA Mobile, POGO, Mythic Entertainment, Dark Age of Camelot, Public Quests, and Realm vs. Realm are trademarks or registered trademarks of Electronic Arts Inc. in the U.S. and/or other countries.

Games Workshop, Warhammer, Warhammer Online, Age of Reckoning, and all associated marks, names, races, race insignia, characters, vehicles, locations, units, illustrations and images from the Warhammer world are either (R), (TM) and/or © Games Workshop Ltd 2000-2009. Used under license by Electronic Arts Inc. All other trademarks are the property of their respective owners.

SOURCE: Electronic Arts Inc.

Electronic Arts

Scott Gamel, Sr. PR Manager, 650-628-7286

sgamel@ea.com

Tammy Schachter, Sr. Director of Product PR, 650-628-7223

tschachter@ea.com

or

fortyseven communications

Brian Rubin, 212-391-4707

brian@fortyseven.com

Copyright Business Wire 2009