



Fight on Land, Sea or Air in *Battlefield 1943* on July 9

Kick Off Summer With the Must-Have Downloadable Game for Only \$15

STOCKHOLM, Jul 02, 2009 (BUSINESS WIRE) -- DICE, an Electronic Arts Inc. studio (NASDAQ:ERTS), today announced that ***Battlefield 1943(TM)*** will be exclusively available July 8th on Xbox LIVE(TM) Marketplace and July 9th on the PlayStation(R) Network. *Battlefield 1943* is an all-new download-only actiongame that brings DICE's first-class vehicular warfare to gamers for just \$15, or 1200 MS Points.

Battlefield 1943 is a critically-acclaimed First-Person Shooter (FPS) multiplayer game that puts players in the middle of a dogfight on land, sea or in the skies. The game introduces two thrilling new modes that can be played across four classic *Battlefield* tropical WWII maps: Wake Island, Guadalcanal, Iwo Jima and Coral Sea. These maps are inspired by the award winning *Battlefield 1942(TM)* game, but have been redesigned and reengineered using the DICE destructible Frostbite(TM) engine which takes down walls, blockades and cover spots, leaving players with almost nowhere to hide. The game delivers endless hours of social online gameplay - an extraordinary value at just \$15.

The Coral Sea map which is included in the game will be unlocked as part of a worldwide community challenge, where players will work together to reach 43M kills on both Xbox LIVE and the PlayStation Network. To help gamers reach that goal, up to 24 players can play together online in countless matches. They will have the freedom to compete by land, air and sea as either the US Marines or the Imperial Japanese Navy. Whether they choose to play the role of a rifleman crawling through the trenches, a steel-fisted tank commander, or a dog fighting ace pilot, gamers will have the power to rule the Battlefield.

"*Battlefield 1943* is going to change consumer expectations of what a downloadable game can be. By offering Frostbite's next generation destruction technology with a full Vehicle Warfare FPS multiplayer experience at a mere 560MB, *Battlefield 1943* sets a new standard," said Gordon Van Dyke, Producer on *Battlefield 1943*. "Our goal is to blow people away with a fully accessible, retail-calibre game for veteran *Battlefield* fans and shooter fans alike to enjoy for only \$15."

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

The game will be available on the PC in September.

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>.

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