



The Battle for the Pacific Has Begun, EA's Battlefield 1943 is Now Available

Full Downloadable Game Available for Only \$15; Trial Version Available for Free*

STOCKHOLM, Jul 08, 2009 (BUSINESS WIRE) -- DICE, an Electronic Arts Inc. studio (NASDAQ:ERTS), today announced that **Battlefield 1943(TM)** is now available on Xbox LIVE(TM) Marketplace and will be available tomorrow on the PlayStation(R) Network. *Battlefield 1943* is an all-new download-only multiplayer actiongame that brings DICE's first-class WWII action to gamers for just \$15 or 1200 MS Points. Gamers can get a taste of the epic large-scale battles by downloading the free trial version on Xbox LIVE Marketplace and the PlayStation Network.

Battlefield 1943 is a critically-acclaimed First-Person Shooter (FPS) multiplayer game that GamePro magazine describes as "a triple-A title at a quarter of the price" and GameSpot says is "a rock-solid value at \$15."

Battlefield 1943 introduces two thrilling new modes where 24 players can compete across four classic WWII *Battlefield* 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 Frostbite(TM) engine allowing players to rain havoc and destruction via land, sea or air. The free trial version will feature Wake Island and give players the freedom to choose from the full arsenal of weapons and vehicles on both sides of the battle, either the US Marines or Imperial Japanese Navy.

The Coral Sea map 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. The official countdown begins on July 10, 2009 at 19:43 GMT.

"We are excited to witness the intense battles that are going to take place on these tropical Pacific Theatre maps, ripping them to shreds and leaving nothing but debris behind," says Gordon Van Dyke, Producer on *Battlefield 1943*. "Reliving these classic maps with the DICE Frostbite engine's destruction capabilities and full FPS gameplay ups the ante on what can be done in downloadable games. We're proud to be able to provide this experience to shooter fans for just \$15."

For more information on *Battlefield 1943* please visit www.battlefield1943.com. Follow us on Twitter at <http://twitter.com/OfficialBF1943>.

*Internet Connection and PlayStation Network or Xbox Live account required.

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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