



EA Recruits Players for Battlefield Heroes

One Million Global Players Sign Up for Unique Play 4 Free Cartoon Shooter

STOCKHOLM, Jul 14, 2009 (BUSINESS WIRE) -- Calling all soldiers! Electronic Arts Inc. (NASDAQ:ERTS) today announced that *Battlefield Heroes*(TM), the unique Play 4 Free third-person shooter, has already recruited one million players to sign up for the game. With no barriers to entry, *Battlefield Heroes* is EA's most recent title under the web-based free to download, free to play business model which generates revenue through advertising and in-game item sales. Recently going live in June, tens of thousands of new players are joining the battle daily.

Battlefield Heroes is easy to pick up and delivers all of the award-winning signature *Battlefield* sandbox multiplayer gameplay. The game features robust character customisation and a deep ability and mission system where gamers can spend hours building up their characters. Now anyone can be a hero on the battlefield.

Players can now quickly download and easily launch the game from <http://www.battlefieldheroes.com>. Before going into battle across four intense maps, gamers can create a number of personalized characters. *Battlefield Heroes* features a non-traditional third-person camera view so players can admire their one-of-a-kind hero while taking out the enemy. Character customisation items are available for **Valor Points** (points earned by playing the game) or with **Battlefunds** (a fictional currency bought with a credit card or PayPal) so players can update or change their hero's style at any time.

Battlefield Heroes is a new EA title that is offered completely for free* and with its fun cartoon-style graphics, the game caters to players of all skill levels. It also features a built-in matchmaking system to ensure that each gamer in the 16-player matches are of equal skill and paired together for fair play.

"The team is really proud to have hit 1 million registrations at this early stage," said Ben Cousins, General Manager, *Battlefield Heroes Team*. "Creating a character and gameplay experience that is totally yours is what sets this game apart - your hero can be anything from a bazooka-toting pirate, a grenade-throwing ninja or even a mime assassin!"

Battlefield Heroes is rated "T" by the ESRB and "16+" by PEGI. Please visit www.pegi.info for rating information. For more information on the game, please visit www.battlefieldheroes.com or www.ea.com. Or follow us on Twitter at <http://twitter.com/bfheroes>.

*Internet connection 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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SOURCE: Electronic Arts Inc.

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