



## EA's Battlefield 1943 Shatters Sales Records for Download-Only Games

### ***Becomes Fastest Selling Xbox LIVE Arcade and PlayStation Network (Download-Only) Game***

STOCKHOLM, Jul 23, 2009 (BUSINESS WIRE) -- DICE, an Electronic Arts Inc. (NASDAQ:ERTS) studio, today announced that ***Battlefield 1943(TM)*** is the fastest selling day one and week one download-only game worldwide on Xbox LIVE(TM) Marketplace. It is also the fastest selling day one and week one download-only game on the PlayStation(R)Network in North America. Overall since its launch on July 8<sup>th</sup>, *Battlefield 1943* has sold over 600,000 copies on Xbox LIVE Marketplace and the PlayStation Network.

"We are honoured by the reception that the game has received so far," says Gordon Van Dyke, Producer on *Battlefield 1943*. "Watching and participating in this non-stop multiplayer action has been a real treat for us and we can't believe how fast our fans reached 43 million kills. We can now truly say that we have set a new standard for what can be done in the downloadable games category and gamers recognize the endless value that *Battlefield 1943* provides for just \$15."

*Battlefield 1943* is an award-winning First-Person Shooter multiplayer game that G4tv.com says is "...a steal. Great sound, great graphics, great fun, and great price." IGN even says that "*Battlefield 1943* is an impressive package that sets a new standard for digital titles."

*Battlefield 1943* is an all-new download-only multiplayer actiongame that brings DICE's first-class WWII action to gamers. The game introduces two thrilling 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, and have been redesigned and reengineered from the ground up using the DICE Frostbite(TM) engine allowing players to wreak havoc and destruction via land, sea or air.

After the worldwide community challenge officially began on Friday, July 10 at 19:43 CET, the Coral Sea map is now unlocked for both the Xbox LIVE and PlayStation communities. The Xbox LIVE community reached the goal of 43 million kills in just 5 days, with the PlayStation community hitting the mark in 8 days.

*Battlefield 1943* is now available on Xbox LIVE Marketplace and the PlayStation Network for 1200 MS Points or \$15. Gamers who already played the trial and their time expired can access the free 30-minute trial version again on both Xbox Live and the PlayStation Network as of July 18.

For more information on *Battlefield 1943* please visit [www.battlefield1943.com](http://www.battlefield1943.com). 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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EA Games Label

Jino Talens, 650-628-8911

Publicist

[jtalens@ea.com](mailto:jtalens@ea.com)

Kelly Ekins, 514-664-8143

Senior Publicist

[kekins@ea.com](mailto:kekins@ea.com)

Peter Nguyen, 650-628-3607

PR Director

[pnguyen@ea.com](mailto:pnguyen@ea.com)

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