



Mythic Entertainment Announces Dark Age of Camelot: Darkness Rising and Labyrinth of the Minotaur Expansions Now Free

New 14-Day Trial Entices New and Returning Players With Access to All Five Dark Age of Camelot Expansion Packs

FAIRFAX, Va., Aug 13, 2009 (BUSINESS WIRE) -- Mythic Entertainment, an Electronic Arts Inc. (NASDAQ:ERTS) studio, today announced that *Dark Age of Camelot*(TM): *Darkness Rising*(TM) and *Labyrinth of the Minotaur*(TM), the fourth and fifth retail expansions to the epic fantasy MMORPG *Dark Age of Camelot*, are now available at no charge to all subscribers. Originally launched in 2001, *Dark Age of Camelot* remains one of the more popular MMORPGs in the genre's history and is heralded for introducing the renowned "Realm vs. Realm(TM)" gameplay experience.

Current subscribers will receive the expansions as part of an automatic update to their existing game client. For players that are new to *Dark Age of Camelot*, or for those interested in returning to the world, they can download the new 14-day free trial which now features all five retail expansions, including *Darkness Rising* and *Labyrinth of the Minotaur*. New players can download the *Dark Age of Camelot* 14-Day free trial here: <http://www.darkageofcamelot.com/trial>.

"The *Dark Age of Camelot* community has thrived for nearly a decade and the game has helped transform the MMO landscape with the introduction of groundbreaking Realm vs. Realm gameplay," said Jeff Hickman, Executive Producer of Mythic Entertainment. "We could not be more excited to offer all this entertainment to all current players and to those interested in returning to the game, as well as to those looking to experience the game for the first time."

In addition, seasoned veterans of *Dark Age of Camelot* can now return to Midgard, Hibernia and Albion and play free for a limited time. The *Come Back To Camelot* campaign allows former players with closed accounts for 90 days or more receive 10 days of game-time free when they update and reactivate their account.

Darkness Rising, released in 2005, introduced Champions of the Realms to *Camelot*, which included new weapons, advanced mounts and expanded Champion levels which allow players to gain new skills and learn abilities from other classes. *Labyrinth of the Minotaur*, released in 2006, introduced the playable Minotaur race and the Mauler class, as well as the largest dungeon in *Camelot* history.

For more information about the *Dark Age of Camelot: Darkness Rising* and *Labyrinth of the Minotaur*, please visit: www.darkageofcamelot.com/.

About *Dark Age of Camelot* (R)

Celebrating its eight year anniversary in October 2009, *Dark Age of Camelot* is a massively-multiplayer online role-playing game ("MMORPG") featuring Realm vs. Realm(TM) combat, EA Mythic's unique take on Player vs. Player action. In addition, the game features multiple class and race combinations, a robust trade skill system, and a comprehensive player Guild system. The world of *Dark Age of Camelot* features three Realms at war - Midgard, Hibernia and Albion. Based on the mythologies of Viking-era Scandinavia, ancient Ireland, and Arthurian Britain, respectively, the once-peaceful Realms began to battle after the death of King Arthur. Players quest, fight monsters, form guilds and eventually gain enough power to defend their Realm from enemies. Since its release in October 2001, *Dark Age of Camelot* has received critical acclaim, including Online Game of the Year by Computer Games Magazine and Computer Gaming World, and PC Game of the Year by USA Today and MSNBC. After five years and hundreds of thousands of players, *Dark Age of Camelot* has proven to be an enduring success.

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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