



DICE Delivers Best of Breed Multiplayer Action on March 2, 2010 With Battlefield: Bad Company 2

STOCKHOLM, Aug 18, 2009 (BUSINESS WIRE) -- Get ready to storm the battlefield! DICE, an Electronic Arts Inc. studio (NASDAQ: ERTS), today announced that *Battlefield: Bad Company(TM) 2* will be available March 2, 2010 in North America and March 5, 2010 in Europe. *Battlefield: Bad Company 2* will deliver a level of destruction, vehicular warfare, squad play and open world environments never before experienced in a modern warfare action game. By pushing destruction to new heights and delivering a host of land, sea and air vehicles, players will soon witness the best-in-class online warfare experience.

"The variety of weapons, choice of vehicles and scale of destruction in the *Battlefield: Bad Company 2* sandbox environment generates countless unscripted and unforgettable moments," said Karl Magnus Troedsson, Executive Producer Battlefield Franchise, DICE. "When *Battlefield: Bad Company 2* ships in March, it will deliver the best online multiplayer experience ever."

Whether online or in the single player campaign, players use every weapon and vehicle to survive and conquer. Players choose from 15 authentically modeled vehicles, each providing a tactical advantage and offering a variety of gameplay options. The new UH-60 transport helicopter can ship an entire four-player squad directly into battle, while allowing two additional team members to wreak havoc with its two mounted rail guns on board.

Battlefield: Bad Company 2 players will have a selection of 46 weapons that they can customize into over 200 different, high-powered firearms. There are over 15,000 kit variations possible in the game, giving each squad member the ability to choose the weapon upgrades and combat enhancements that best fits their playing style. Between the weapons, kit combinations and deadly vehicles, players will be equipped with a wide range of gadgets, accessories and character specializations to give them the edge in the heat of battle.

The DICE signature Frostbite(TM) engine delivers Destruction 2.0, adding a new layer of strategy to the all-out warfare. New to *Battlefield: Bad Company 2* is the micro-destruction mechanic that allows players to be more strategic on the battlefield by chipping cover away bit by bit or taking down an entire building and watching it collapse with enemies inside.

Battlefield: Bad Company 2 will be available on the Xbox 360(R) videogame and entertainment system, the PLAYSTATION(R)3 computer entertainment system and the PC. For more information on DICE, please visit www.dice.se or www.ea.com. For more information on the *Battlefield* franchise please visit: www.battlefield.com.

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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