



EA and Ultima Online Announce "Return to Britannia" Campaign in Honor of 12th Anniversary Celebration

New Campaign Will Re-Activate Former Players' Accounts for Unlimited Free Play Now Through October 16th

FAIRFAX, Va., Sep 28, 2009 (BUSINESS WIRE) -- Mythic Entertainment(TM), an Electronic Arts Inc. (NASDAQ:ERTS) studio, today announced the Return to Britannia Campaign in celebration of the 12-year anniversary of *Ultima Online(TM) (UO)*. As part of the Return to Britannia Campaign, all former players are being welcomed back to *UO*, one of the longest-running MMORPGs in history, for unlimited free game play through October 16th. Closed accounts in good standing have been re-activated, and former players can log back into the game using their original user name and passwords.

New content available to returning players through the Return to Britannia Campaign includes *Mondain's Legacy*, the 7th *UO* expansion which introduced the playable Elven race and dangerous, new dungeons to explore. *Mondain's Legacy* was made available at no charge in August 2009 to existing subscribers and to new players as part of the *Ultima Online* 14-day free trial.

"We're hoping that, as part of the Return to Britannia Campaign, former players will once again rediscover the joys of *Ultima Online*," said Jeff Hickman, Executive Producer for Mythic Entertainment. "*UO* was the first love of many MMORPG players, and it still holds a special place in their hearts after 12 glorious years. I think returning players will be pleasantly surprised to find a thriving and vibrant community from around the world ready to welcome back their former compatriots and include them in their ongoing adventures."

Players returning to *Ultima Online* through the Return to Britannia Campaign can download and install the *UO* client for free at: <http://www.uoherald.com/trial/>. Players who no longer have access to their *Ultima Online* username and password can retrieve their account information at: <http://support.ea.com>.

Ultima Online: Stygian Abyss, the 8th expansion was released earlier this month and revolves around the introduction of the playable Gargoyle race. Players will also find expansive new areas to explore, including Ter Mur, the Gargoyle homeland, and the Stygian Abyss - the largest dungeon area ever introduced to *Ultima Online*. This sprawling dungeon contains new boss monsters of unparalleled difficulty, including the Medusa, Primeval Lich and the Stygian Dragon, as well as Player vs. Player zones where adventurers are turned against one another. *Ultima Online: Stygian Abyss* is now available at UOGamesCodes.com and the EA STORE for \$29.99.

To learn more about *Ultima Online*, visit: www.uo.com.

About *Ultima Online*

Released in September 1997, *Ultima Online* is one of the longest-running games in MMORPG history. The first widely successful graphical online role-playing game, *Ultima Online* has thrived for over a decade, with armies of devoted followers around the world. Fans of the game continue to experience an epic storyline set in an ever-growing world of magic and fantasy. *Ultima Online* has spawned eight expansions and dozens of content updates, making it one of the deepest, largest MMORPGs ever created.

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 SPORTS(TM), EA(TM), EA Mobile(TM) and POGO(TM). 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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