



## Daemon Moon Shines on Warhammer Online for Special Halloween Live Event

### *The Moon Rises and Chaos Reigns October 23<sup>rd</sup> through November 2<sup>nd</sup>*

FAIRFAX, Va., Oct 15, 2009 (BUSINESS WIRE) -- Mythic Entertainment(TM), an Electronic Arts Inc. (NASDAQ:ERTS) studio, today announced that the critically acclaimed MMORPG, *Warhammer(R) Online: Age of Reckoning(R) (WAR)*, will host a special live event, *Daemon Moon Rising*, for a limited time during the 2009 Halloween season. *Daemon Moon Rising*, will run in-game from October 23<sup>rd</sup> through November 2<sup>nd</sup>, and will feature the Daemon Mask event quest, a new Daemonball Rally Public Quest, a special Realm vs. Realm(TM) scenario, and treats both fair and foul.

In *Daemon Moon Rising*, a fiendish sub-cult of Chaos artificers have bound savage daemons into innocuous carnival masks and smuggled them into the Empire. The Daemon Mask event quest will task players with collecting these possessed masks and defeating the daemons bound within. As a reward for halting the menace of the masks, players will receive a souvenir Daemon Mask and a chance to discover the rare and powerful *Magus Daemonarium* within a sack of sinister secrets.

The Daemonball Rally Public Quest will pit players of Order and Destruction versus one another in a battle to seize the Daemon Cradle and empower the essence of nightmares against their opponents.

"This is a terrifying time of year within the world of *Warhammer* and the *Daemon Moon Rising* live event is our way of fighting against the darkness that encompasses the land," said Jeff Hickman, Executive Producer for Mythic Entertainment. "We call on all players to rise up against the malevolent creatures that threaten the land and keep safe the Realms. But beware, for under the cold, dark madness of the Daemon Moon, anything can happen!"

Players can also don their masks and participate in "Wake the Dead", a special running of the High Pass Cemetery RvR scenario available to characters of all tiers during the *Daemon Moon Rising* live event.

Other fiendish rewards available to event participant include: the Fiendfang with bonus to healing, damage, renown, and XP; the Face of the Unborn mask; the Meatcleaver's mask; the Face-Eater's mask; the arcane Malleus Daemonarium; and special talisman components imbued with the might of Chaos itself.

To learn more about the Daemon Moon Rising Live Event, please visit: <http://www.warhammeronline.com>.

Based on the popular tabletop war game from Games Workshop, *Warhammer Online: Age of Reckoning* features revolutionary Realm vs. Realm conflict that will provide players with an engaging battleground for years to come. Available now for PC and rated "T" for Teen by the ESRB, *WAR* will be available for the Mac on October 28, 2009. For more information about *Warhammer Online: Age of Reckoning* or to download the 10-day free trial, visit <http://www.warhammeronline.com/>

### **About Warhammer(R) Online: Age of Reckoning(R)**

Experience the glory of Realm vs. Realm! Declare your allegiance and join hundreds of thousands of mighty heroes on the battlefields of *Warhammer Online: Age of Reckoning*, the new MMORPG from Mythic Entertainment, the creators of *Dark Age of Camelot(TM)*. Enter a grim fantasy world of perpetual conflict to fight for the Realms of Order (Dwarfs, High Elves, and Empire) or Destruction (Greenskins, Dark Elves, and Chaos). Invade enemy lands, besiege imposing fortresses, and sack sprawling capital cities for the glory of your Realm. Wield devastating magic and deadly weapons, battle monstrous creatures, and join your brothers-in-arms in epic Public Quests(TM). Climb the Bastion Stair, carry your Guild Banner into battle, and unlock the infinite secrets of the Tome of Knowledge as you travel the world. So sharpen your blade and unleash your inner mutation. The Age of Reckoning has begun and WAR IS EVERYWHERE!

For more information about *Warhammer Online: Age of Reckoning*, visit: [www.warhammeronline.com](http://www.warhammeronline.com).

## About Electronic Arts

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