



## EA Announces Battlefield: Bad Company 2 Limited Edition

STOCKHOLM, Oct 29, 2009 (BUSINESS WIRE) -- DICE, an Electronic Arts Inc. studio (NASDAQ:ERTS), today announced a Limited Edition\* release of *Battlefield: Bad Company(TM) 2*, the premier first-person shooter of 2010. The Limited Edition game features six special gameplay unlocks that give players a tactical advantage on the battlefield from the minute they fire up the game. *Battlefield: Bad Company 2* has been recognized by critics worldwide for its uncompromising action gameplay, unprecedented level of destruction, vehicular warfare, squad play and open sandbox environments in a modern warfare game. Available while supplies last, the Limited Edition version of the game will be sold at the same price as the standard version of the game with participating retailers in North America on March 2, 2010 and in Europe on March 5, 2010.

The *Battlefield: Bad Company 2 Limited Edition* delivers six special customizations early to give players a day one advantage in multiplayer matches. Four vehicle warfare unlocks will immediately enhance the *Battlefield: Bad Company 2* best-in-class online vehicle warfare experience, delivering extra firepower, radar, and armor for the vehicles. Additionally, the tracer dart attaches to any enemy vehicle and allows RPG-toting teammates to track, lock on, and destroy their adversary. Seasoned veterans of *Battlefield 1943(TM)* will be able to immediately re-acquaint themselves with two classic and highly powerful weapons, the M1A1 submachine gun and the M1911 pistol.

The full list of six unlocks are as follows:

### Four vehicle warfare unlocks

- **Improved Vehicle Armor** - An up-armor package is mounted on all vehicle types, decreasing the effect of both explosive and penetrating warheads, significantly improving vehicle survivability.
- **Supreme Vehicle Firepower** - Additional weapon packages are mounted for the driver of all armored vehicles, greatly expanding the range of targets the vehicle can successfully engage and destroy.
- **Vehicle Motion Sensor** - Use this electronics warfare package to locate enemy units in direct proximity to the vehicle.
- **Tracer Dart Pistol** - This magnetic dart attaches to any vehicle surface, allowing squad members to track, lock on, and fire rockets onto moving targets even beyond line of sight.

### Two classic *Battlefield 1943(TM)* weapons

- **M1A1 Submachine Gun** - Reliable but heavy this classic weapon is a powerful force in the hands of any *Battlefield* veteran.
- **M1911 Pistol** - Highly customized M1911 are favored for its dependability and the power of its large .45 caliber round.

*Battlefield: Bad Company 2* will be available on March 2, 2010 in North America for the Xbox 360(R) videogame and entertainment system, the PlayStation(R)3 computer entertainment system and the PC. The game will be available on March 5, 2010 in Europe.

For more information on DICE, please visit [www.dice.se](http://www.dice.se). For more information on the *Battlefield* franchise please visit: [www.battlefield.com](http://www.battlefield.com). Or follow us on Twitter at <http://twitter.com/OfficialBFBC2>.

\* The Limited Edition will be sold while supplies last.

### 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™, EA SPORTS™, EA Mobile™ and POGO™. 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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