



Battlefield: Bad Company 2 Multiplayer Beta for PlayStation(R)3 System Launches November 19

Experience All-Out Modern Warfare Open to All Players with DEMO in Early 2010

STOCKHOLM, Nov 05, 2009 (BUSINESS WIRE) -- DICE, an Electronic Arts Inc. studio (NASDAQ:ERTS), today announced the upcoming *Battlefield: Bad Company(TM) 2* multiplayer beta exclusively on the PlayStation(R)3 computer entertainment system. Starting November 19, PlayStation 3 gamers will be able to experience the unprecedented action, destruction, vehicular warfare, squad play and open sandbox environments that only *Battlefield* can deliver. *Battlefield: Bad Company 2* provides a true all-out war experience like no other modern warfare game. For beta key distribution details go to www.battlefield.com.

"This is an outstanding opportunity for PlayStation gamers to get early access to one of the most action-packed and polished shooters in the marketplace with *Battlefield: Bad Company 2*," says Rob Dyer, SVP, Publisher Relations, SCEA. "We're happy to help DICE achieve their superior level of multiplayer excellence in the game."

"With *Battlefield: Bad Company 2* we're looking to raise the bar across all aspects of our multiplayer experience, setting a new standard for online play," says Patrick Bach, Senior Producer on *Battlefield: Bad Company 2*. "From the graphics to the vehicles, weapons and destruction, we are delivering the best online multiplayer game next year, and we want gamers to experience it themselves by playing the beta and demo."

The *Battlefield: Bad Company 2* multiplayer beta will feature the Arica Harbor map, where up to 24 players can compete in one of the game's four intense multiplayer modes called Rush. This new map displays a superb balance of vehicle and infantry combat, as the American assault unit attacks the Russian army base with full force, advancing further through a beautiful desert town and towards the industrial area in a desperate attempt to overtake the Arica Harbor. Heavy vehicle warfare on the first bases gradually turns into an intense infantry fight as the level progresses, showcasing this best-in-class online war experience.

In December 2009, DICE will invite players to participate in a PC open beta. Then, early next year, all players worldwide will get to experience this premier shooter when DICE releases a *Battlefield: Bad Company 2* multiplayer DEMO on the Xbox 360(R) videogame and entertainment system, PlayStation 3 and PC.

Battlefield: Bad Company 2 will be in stores on March 2, 2010 in North America and March 5, 2010 in Europe for the Xbox 360, PlayStation 3 and the PC. The Limited Edition is available now for pre-order at participating retailers worldwide (while supplies last).

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

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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