



## **Mythic Entertainment Introduces Endless Free Trial for Warhammer Online: Age of Reckoning**

### ***Warhammer Online Further Enhances Accessibility with New Streaming Free Trial Client and Introduction of New User Journey Features***

FAIRFAX, Va., Nov 06, 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)*, has replaced its 10-day time-limited free trial with a new, endless free\* trial program which is now available for download. The new streaming client for the endless free trial enhances the game's accessibility and greatly decreases the download time, making it easier than ever for new players to experience the never-ending battles of *WAR* for themselves.

The new *WAR* endless free trial replaces the original 10-day time-limited trial program, and gives new and returning players the opportunity to create and play any of the 24 different careers to find their perfect character match for use during extended gameplay if they purchase the game and/or subscribe. The endless free trial limits players to progress through character level 10 as they explore the tier one Empire vs. Chaos zones of Nordland and Norsca. In addition, players can explore the newly added tier one dungeon, Hunter's Vale, or battle other players in the instanced scenarios Nordenwatch, Khaine's Embrace and Gates of Ekrund.

Endless free trial players will embark on the recently introduced New User Journey, which features enhanced tutorials and new community elements, such as a "new player" guild, to streamline the transition of new players into *WAR* and its vibrant community of players.

"With the introduction of the endless free trial and streaming client, we are making it easier than ever for a new player to join the *WAR*," said Jeff Hickman, executive producer, Mythic Entertainment. "We've worked hard to create a more informative and community driven new user experience, and now we are giving players an unlimited amount of time to explore the early parts of the game at their own pace. We are confident that players new and old will find all the enhancements we've made to *WAR* over the past year worthy of their time and commitment."

Available now, the new streaming endless trial client is a seamless way for new users to get into the game. After an initial download of just over 1GB, additional content streams in the background as required while playing. All closed 10-day free trial accounts have been converted to open endless free trial accounts and are ready for returning players to resume their journeys across the frontlines of *WAR*.

New users and returning players can download the *Warhammer Online* endless free trial by visiting <http://www.warhammeronline.com/trial>.

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

\*INTERNET CONNECTION, ACCEPTANCE OF END USER ACCESS AND LICENSE AGREEMENT AND REGISTRATION REQUIRED TO PLAY.

### **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 keeps, 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**

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(TM) 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>.

EA, EA SPORTS, EA Mobile, POGO, Dark Age of Camelot, Mythic Entertainment, Public Quests, and Realm vs. Realm are trademarks or registered trademarks of Electronic Arts Inc. in the U.S. and/or other countries.

Games Workshop, Warhammer, Warhammer Online, Age of Reckoning, and all associated marks, names, races, race insignia, characters, vehicles, locations, units, illustrations and images from the Warhammer world are either (R), (TM) and/or © Games Workshop Ltd 2000-2009. Used under license by Electronic Arts Inc. All Rights Reserved. All other trademarks are the property of their respective licensors.

SOURCE: Electronic Arts Inc.

Electronic Arts Inc.

Melissa Ojeda, 650-628-7870

PR Coordinator

[mojeda@ea.com](mailto:mojeda@ea.com)

Andrew Wong, 650-628-7281

Sr. PR Manager

[awong@ea.com](mailto:awong@ea.com)

or

fortyseven communications

Chase Colasonno, 212-391-4707

[chase@fortyseven.com](mailto:chase@fortyseven.com)

Copyright Business Wire 2009