



Mythic Entertainment Sounds Call to Arms, Begins Warhammer Online Reenlistment Campaign

From December 16th - 23rd, Past Subscribers Can Return to WAR for 10 Days of Free Game Play, In-Game Item Rewards, and Other Bonuses

FAIRFAX, Va., Dec 16, 2009 (BUSINESS WIRE) -- Mythic Entertainment(TM), an Electronic Arts Inc. (NASDAQ:ERTS) studio, has sounded a rallying call for past players of *Warhammer(R) Online: Age of Reckoning(R) (WAR)* with their new *Call to Arms Reenlistment Campaign*. All past subscribers of *WAR* are invited to return to the game between December 16th - 23rd to receive special in-game item rewards and ten (10) free days of game time to discover why *WAR* is now even better than ever!

Returning players must visit the Mythic Account Center (<https://accounts.eamythic.com/>) between December 16th - 23rd to reactivate their *WAR* accounts. Players will have access to all of their characters during the free 10-day re-evaluation period which begins upon reactivation. No subscription required.

"So much has changed on the battlefields of *WAR* over the past several months, and we are giving all returning players 10 free days to come back and experience these improvements for themselves," said Jeff Hickman, Studio Executive Producer at Mythic Entertainment. "The game runs faster and is more stable than ever before. We've really improved the RvR experience - we've removed fortresses as a barrier to sacking the cities, we've implemented the new Underdog System, and you can always find a battle in Open RvR. There has never been a better time to step back into the Age of Reckoning and re-join the *WAR*!"

The *Call to Arms Reenlistment Campaign* will also offer returning players three valuable in-game item rewards: The Libram of Insight (+15% to Experience, Renown, and Influence; limited uses), The Signet of Cursed Company (turns a player into a skeleton), and Kemmler's Arthritic Hand (enhanced Action Point regeneration). In addition, both current and former players will receive a 20% bonus to Experience, Renown and Influence while playing *WAR* from December 16th - 23rd.

Past subscribers can download the full game client from <http://www.warhammeronline.com/download/>.

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. *WAR* is available now for PC and Mac, and is rated "T" for Teen by the ESRB. For more information or to download the Endless Free Trial, visit <http://www.warhammeronline.com/>.

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

Experience the glory of Realm vs. Realm(TM)! Declare your allegiance and join thousands of mighty heroes on the battlefields of *Warhammer Online: Age of Reckoning*, the epic 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 cooperative Public Quests. 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. Sharpen your blade and unleash your inner mutation; the Age of Reckoning has begun and *WAR* IS EVERYWHERE!

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