



DICE Invites PlayStation 3 Gamers to Get into the Battlefield: Bad Company 2 Demo on February 4

STOCKHOLM, Feb 03, 2010 (BUSINESS WIRE) -- DICE, an Electronic Arts Inc. studio (NASDAQ:ERTS), today announced that the PlayStation(R)3 computer entertainment system players in North America will now have access to the *Battlefield: Bad Company(TM) 2 demo** on February 4. Available via the PlayStation(R)Network, *Battlefield: Bad Company 2* has been recognized by critics worldwide for its incredibly detailed, huge sandbox environments, vehicular warfare, destruction, and squad play. Its dedicated servers that allow for smooth, seamless online play help it stand above the competition.

The *Battlefield: Bad Company 2* demo features Port Valdez, a new vehicle focused map where up to 24 players can compete against each other in the game's Rush multiplayer mode. Players have access to five land and three air vehicles including Main Battle Tanks as well as the fast-moving Quad Bikes and Mobile Armored AA. The fight is also packed with plenty of infantry combat fought alongside the waterline towards a great oil industrial landscape in the Alaskan mountains.

Battlefield: Bad Company 2 will be in stores on March 2, 2010 in North America and March 4, 2010 in Europe for the Xbox 360 (R) videogame and entertainment system, PlayStation 3 and the PC. The Limited Edition can be pre-ordered now on all platforms at no extra cost, with 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>.

* Internet connection required. Demo will end on February 25, 2010.

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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