



Mythic Assumes European Publishing and Service Rights for Dark Age of Camelot

Classic Franchise Shifts from GOA to EA

FAIRFAX, Va., Feb 11, 2010 (BUSINESS WIRE) -- Mythic Entertainment(TM), an Electronic Arts Inc. (NASDAQ:ERTS) studio, today announced that they will assume publishing, operating and subscription service rights for *Dark Age of Camelot(TM)* in Europe. Mythic will assume the rights from GOA, a division of France Telecom. *Dark Age of Camelot* remains one of the most popular MMORPGs in the genre's history and is heralded for introducing the renowned Realm vs. Realm(TM) (RvR) gameplay experience.

"We're excited to bring the strength and support of Mythic's North American operations to *Dark Age of Camelot* in Europe," said Jeff Hickman, Executive Producer of Mythic Entertainment. "Mythic is committed to providing the best level of service possible to European players and to maintaining a quality RvR experience. We can't wait to meet current and returning *Camelot* players out in the Frontiers!"

Mythic Entertainment plans to assume operational responsibility for *Dark Age of Camelot* European players beginning February 17, 2010. All characters and account information will be migrated to Mythic servers and be available to present and past players. Current paying European subscribers will be fully updated to the latest North American version of the game. In addition, current European subscribers will receive one month of free gameplay beginning February 17. For more information, please visit www.darkageofcamelot.com/international/goa.

Dark Age of Camelot is a massively-multiplayer online role-playing game ("MMORPG") featuring Realm vs. Realm combat, Mythic's unique take on Player vs. Player action. Set in a world based on the mythologies of Viking-era Scandinavia, ancient Ireland, and Arthurian Britain, the once-peaceful Realms have been in constant conflict since the death of King Arthur. Players embark on epic quests, fight terrifying monsters, form guilds and eventually gain enough power to defend their homeland from other invading Realms. After nine years, seven gameplay expansions and over a million players, *Dark Age of Camelot* has proven to be an enduring success.

For more information about *Dark Age of Camelot* or to download the 14-day free trial, please visit: www.darkageofcamelot.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(TM), EA SPORTS(TM), EA Mobile(TM) and POGO(TM). 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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