



Battlefield: Bad Company 2 is on Pace to Become the Fastest Downloaded Demo in EA History

STOCKHOLM, Feb 11, 2010 (BUSINESS WIRE) -- DICE, an Electronic Arts Inc. studio (NASDAQ:ERTS), today announced that *Battlefield: Bad Company(TM) 2* is on pace to become the fastest downloaded demo* in EA history. *Battlefield: Bad Company 2* continues to dominate online multiplayer gaming with over 2M demo downloads across Xbox LIVE(TM) and the PlayStation(R) Network (combined) in the first five days of availability. The recently launched PC beta has also met great success, with hundreds of thousands of players already signed up. With the huge popularity of the Xbox LIVE and PlayStation Network demo and the PC beta, *Battlefield: Bad Company 2* is positioned to be the premier first person-shooter of 2010 when it hits stores on March 2nd.

"We couldn't be more thrilled to hear that *Battlefield: Bad Company 2* is already in the hands of almost 2½ million gamers, and it hasn't even shipped yet," said Patrick Bach, Senior Producer on *Battlefield: Bad Company 2*. "This massive rush to experience the game early is proof positive that action gamers are looking for more. *Battlefield: Bad Company 2* delivers on every front. This is intelligent, strategic warfare that our competitors simply cannot replicate."

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(R)3 computer entertainment system 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 Battlefield: Bad Company 2 please visit: www.badcompany2.ea.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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