



EA Announces 'Battlefield Bracket Challenge Presented by GameStop'

To Launch Battlefield: Bad Company 2, Gamers Join Celebrity Teams to Win Prizes, Donate \$25,000 to Charitable Cause

NFL Superstars Marshall Faulk, Chad OchoCinco, and 14 other Stars Participate in Bracket-style Competition

LOS ANGELES, Feb 18, 2010 (BUSINESS WIRE) -- DICE, an Electronic Arts Inc. studio (NASDAQ:ERTS), today announced the 'Battlefield Bracket Challenge Presented by GameStop'. To kick off the GameStop sponsored tournament, DICE is hosting a star-studded red carpet event today in conjunction with GameStop Corp. (NYSE:GME) in Los Angeles featuring 16 celebrity guests and superstar athletes including Cincinnati Bengal Chad OchoCinco, NFL legend Marshall Faulk, Heroes' Greg Grunberg, comedian Hal Sparks, 90210 stars Tristan Wilde and Matt Lanter, WBO Welterweight Boxing Champion Andre Berto and many more. The athletes and celebrities will name their respective team and designate a charity for the *Battlefield Bracket Challenge Presented by GameStop* winning team.

Professional players from Major League Gaming will play *Battlefield: Bad Company 2* on behalf of the 16 celebrity teams in the "Squad Rush" multiplayer mode, which is the special 30-day GameStop pre-order exclusive available on the Xbox 360(R) videogame and entertainment system and PlayStation(R)3 computer entertainment system. Consumers nationwide can fill out tournament brackets online at www.gamestop.com/battlefieldbc2 from February 18 to March 4. GameStop will award random winners with prizes, such as GameStop gift cards throughout the contest period, as well as the grand prize of \$10,000. EA will donate \$25,000 to the winning celebrity team's designated charity. Full rules and tournament details are available at www.gamestop.com/battlefieldbc2. Winners will be announced on March 23.

"*Battlefield: Bad Company 2* is shaping up to be a huge success both critically and commercially, with the world's biggest gaming magazine, Game Informer, rating it 9.5 out of 10," said Lincoln Hershberger, Director of Marketing at EA. "While it should be lots of fun watching the celebrity teams fighting for bragging rights in the *Battlefield Bracket Challenge Presented by GameStop*, we are pleased to be able to bring the gaming community together in support of a worthy cause."

Battlefield: Bad Company 2 is one of the most highly anticipated games of 2010, and will take the online warfare experience to a spectacular new level. Featuring the evolution of DICE's celebrated Frostbite(TM) engine, the game delivers intense gameplay with vehicular warfare, destruction, a variety of weapons and huge, highly detailed sandbox environments.

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

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™ 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. 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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About GameStop Corp.

Headquartered in Grapevine, TX, GameStop Corp., a Fortune 500 and S&P 500 company, is the world's largest video game and entertainment software retailer. The company operates 6,457 retail stores in 17 countries worldwide. The company also operates an e-commerce site, GameStop.com, and publishes Game Informer(R) magazine, a leading multi-platform video game publication. GameStop Corp. sells new and used video game software, hardware and accessories for video game systems from Sony, Nintendo and Microsoft. In addition, the company sells PC entertainment software, related accessories and other merchandise. General information on GameStop Corp. can be obtained at the company's corporate website:
<http://www.gamestopcorp.com>.

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