



Battlefield: Bad Company 2 Demo Shatters 3.5M Mark

Download Now for a Limited Time - Demo Expires February 25

REDWOOD SHORES, Calif., Feb 19, 2010 (BUSINESS WIRE) -- DICE, an Electronic Arts Inc. studio (NASDAQ:ERTS), today announced that the *Battlefield: Bad Company(TM) 2* army is already 3.5M people strong - and the game hasn't even shipped yet. Available for a limited time, the demo* will expire in six short days so players interested in getting an early taste of the action should download it before February 25th. After that date, the DICE servers will shut down, and shift to support the game launch on March 2nd. *Battlefield: Bad Company 2* is winning accolades from fans and critics worldwide for the finesse of its online multiplayer experience and dedicated server support. The *Battlefield: Bad Company 2* demo is available on Xbox LIVE (TM) and the PlayStation(R) Network for free.

Some fun facts about the *Battlefield: Bad Company 2* demo:

- 3.5 Million downloads
- 500 Million kills
- 100 Million vehicle kills
- 15 Million knife kills
- 30 Million destroyed vehicles
- 10 Million head shots
- 25 Million revives

The *Battlefield: Bad Company 2* demo offers players early access to the Port Valdez map and Rush Multiplayer mode. This demo just scratches the surface of the game's robust single-player and multiplayer offering. *Battlefield: Bad Company 2* delivers eight intense maps and four multiplayer modes**. In the Limited Edition version of the game, players get early access to six unlockable items such as improved vehicle armor, advanced weapons and superior fire power. The Limited Edition is available at no extra charge, but is in limited supply. Action fans should pre-order now to secure their copy.

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.

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.

** In North America, four modes are available at launch when purchased at GameStop. In all other purchases, three multiplayer modes are available at launch; the fourth mode unlocks after 30-days.

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>.

EA, EA SPORTS, EA Mobile and POGO are trademarks of Electronic Arts Inc. Battlefield: Bad Company is a trademark of EA Digital Illusions CE AB. "PlayStation" is a registered trademark of Sony Computer Entertainment Inc. Xbox, Xbox 360 and Xbox LIVE are trademarks of the Microsoft group of companies and are used under license from Microsoft. All other trademarks are the property of their respective owners.

SOURCE: Electronic Arts Inc.

EA Games Label

Jino Talens, 650-628-9111

Publicist

jtalens@ea.com

Kelly Ekins, 514-664-8143

Senior Publicist

kekins@ea.com

Peter Nguyen, 650-628-3607

PR Director

pnguyen@ea.com

Copyright Business Wire 2010