



EA's Internationally Acclaimed Battlefield: Bad Company 2 Hits Retail Stores Today

Award-Winning Action Game Set to Claim Multiplayer Crown as Best Online Game

STOCKHOLM, Mar 02, 2010 (BUSINESS WIRE) -- DICE, an Electronic Arts Inc. studio (NASDAQ:ERTS), today announced that *Battlefield: Bad Company(TM) 2* is now available at retail stores in North America. *Battlefield: Bad Company 2* has received worldwide acclaim for its intense first-person modern warfare, spectacular destructible environments and seamless multiplayer experience supported by dedicated servers. *Battlefield: Bad Company 2* has earned an average score of **94** on Metacritic.com, including a perfect of 5 out of 5 from *GamePro* magazine, and 9.5 out of 10 from *Game Informer* magazine. The breathtaking squad based single-player campaign complements the vigorous *Battlefield* multiplayer action that *Game Informer* says, "rightfully challenges Modern Warfare for the multiplayer crown."

"We're extremely proud today to deliver a game that we feel is the best *Battlefield* experience to date. Fans of the series will be thrilled to get back in the sandbox, now with stunningly beautiful landscapes, supreme vehicle warfare and totally destructible environments. We are also so excited to welcome new FPS and action gamers who will find the gameplay spontaneous and refreshing," said Patrick Bach, Senior Producer for *Battlefield: Bad Company 2*.

Defined by its increasingly intense vehicular warfare, destruction, variety of weapons and huge sandbox environments, *Battlefield: Bad Company 2* promises to be one of the finest online FPS games of 2010. Its dedicated servers that allow for smooth, seamless online play help it stand out among the competition. Developed using state of the art graphics technology, the PC version of *Battlefield: Bad Company 2* is the first title in the *Battlefield* franchise to be 3-D-ready, playable in DirectX(R) 11, and support multiple monitors for properly equipped PCs.

Battlefield: Bad Company 2 is available now in North America and will be available in Europe on March 4, 2010 for the Xbox 360 (R) videogame and entertainment system, PlayStation(R)3 computer entertainment system and PC. Two all-new multiplayer maps for the game will also be unlocked today in North America at no extra charge* with two more coming later in March. Available in the box, these map packs are unlocked by simply inputting a VIP code**.

For more information on DICE, please visit www.dice.se. For more information on *Battlefield: Bad Company 2* please visit: www.battlefield.com. Or follow us on Twitter at <http://twitter.com/OfficialBFBC2>.

* Included with purchase of new game. Internet connection required.

** VIP codes included in the shrink-wrapped box. Those players that do not have a code can purchase one via the in-game store for \$15. PC players will get the content as a game update. Internet connection required.

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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