



EA's Battlefield: Bad Company 2 Tops March Sales Charts

Over 2.3M Units Sold Mark Battlefield: Bad Company 2 as Top Selling March Title on Record in North America and Europe

REDWOOD SHORES, Calif., Mar 18, 2010 (BUSINESS WIRE) -- DICE, an Electronic Arts Inc. studio (NASDAQ:ERTS), today announced that *Battlefield: Bad Company(TM) 2* is on pace to be the top selling title for March 2010. With over 2.3M units sold-through*, *Battlefield: Bad Company 2* has become the best-selling March release on record in North America and Europe. *Battlefield: Bad Company 2* is winning accolades from fans and critics for outstanding visuals and action-packed gameplay with no less than 46 outlets having awarded the game a score of 90 or above. GameSpot.com commented that, "whether or not you're looking for a new shooter in your life, you owe it to yourself to play *Battlefield: Bad Company 2*."

The momentum of *Battlefield: Bad Company 2* can also be seen across social media networks and in the game's statistics:

- 81B points have been earned in online multiplayer sessions
- 43M weapons and gadgets have been unlocked in online multiplayer
- Over 6M video views on YouTube
- 2.9M hours have been spent playing online in the last 24 hours alone
- 230K peak-concurrent-users (PCUs)
- Over 44k Twitter fans (most out of any EA title)

"We are so thrilled with the success of *Battlefield: Bad Company 2* sales and fan response. In the first 48 hours we had such a tremendous rush to multiplayer gameplay that our servers experienced overwhelming demand. This is a testament to the massive response players have had worldwide for the extraordinary action experienced in the *Battlefield* sandbox," says Karl Magnus Troedsson, Executive Producer, *Battlefield* Franchise. "DICE and EA have brought more servers online. We now have enough capacity to handle all BFBC2 connections seamlessly and we continue to monitor online play daily."

Defined by its exceedingly intense vehicular warfare, destruction, variety of weapons and huge sandbox environments, *Battlefield: Bad Company 2* is one of the finest online FPS games of 2010. 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 in North America and Europe 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 are coming on March 30 at no extra charge**. These two maps can be unlocked by 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>.

* According to internal data.

** Internet connection required.

*** VIP codes included with original retail purchase. Xbox 360 and PlayStation 3 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: 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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SOURCE: Electronic Arts Inc.

EA Games Label

Jino Talens, 650-628-9111

Publicist

jtalens@ea.com

Kelly Ekins, 514-664-8143

PR Manager

kekins@ea.com

Peter Nguyen, 650-628-3607

PR Director

pnguyen@ea.com

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