



EA'S Battlefield 1943 Sells 1M Units on Xbox LIVE Arcade

Battlefield 1943 is the Fastest Title on Xbox LIVE Arcade to Reach 1M Milestone

REDWOOD CITY, Calif., Mar 29, 2010 (BUSINESS WIRE) -- DICE, an Electronic Arts Inc. (NASDAQ: ERTS) studio, today announced that *Battlefield 1943*(TM) is the fastest game to reach 1M units sold on Xbox LIVE(R) Arcade for the Xbox 360(R) video game and entertainment system from Microsoft. *Battlefield 1943* is a critically acclaimed First-Person Shooter multiplayer game that IGN says "...is an impressive package that sets a new standard for digital titles."

"The reception of *Battlefield 1943* continues to amaze us, even months after the game was released," says Gordon Van Dyke, Producer on *Battlefield 1943*. "Being the fastest game to reach this milestone is an incredible achievement. The game has set a new standard for what can be done in the downloadable games category. It's fantastic to see how gamers have recognized the value that the game delivers for just \$15. It is another great entry point into the *Battlefield* franchise."

Originally released in July 2009, *Battlefield 1943* has won over 4 game critic awards and is the most popular download-only multiplayer action game. The game brings DICE's first-class WWII action to gamers where 24 players can compete across four classic WWII *Battlefield* maps: Wake Island, Guadalcanal, Iwo Jima and Coral Sea. These maps are inspired by the award winning *Battlefield 1942*(TM) game, and have been redesigned and reengineered from the ground up using the DICE Frostbite (TM) engine allowing players to wreak havoc and destruction via land, sea or air.

Battlefield 1943 is now available on Xbox LIVE Arcade for 1200 MS Points or on PlayStation(R)Network for \$15. The game will soon also be available for PC.

For more information on *Battlefield 1943* please visit www.battlefield1943.com. Follow us on Twitter at <http://twitter.com/OfficialBF1943>.

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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EA Games Label

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