



EA Announces 'Medal of Honor' Returns to Battle on October 12, 2010

LOS ANGELES, May 05, 2010 (BUSINESS WIRE) -- Electronic Arts Inc. (NASDAQ:ERTS) today announced that the legendary first-person shooter *Medal of Honor*(TM) is ready for another tour of duty. The highly-anticipated modern shooter will launch on October 12, 2010 in North America (Oct. 15 in EU). The ship date will be announced at 6am PST/9am EST today via an emotionally charged trailer entitled "Leave A Message". The trailer shows a U.S. Army Ranger platoon heading into combat aboard a helicopter. The chaos and uncertainty of the mission is belied by the reassuring voice of one of the Rangers as he reaches out to his family back home. Today's provocative trailer is the latest in a series of trailers portraying the poignant experiences of today's soldier. To view the trailer, visit medalofhonor.com.

"*Medal of Honor* is an authentic look into today's war. Inspired by real people and real events, the game puts players in the boots of today's warrior -- from the infantry ground pounder to the Tier 1 Operator," said Greg Goodrich, Executive Producer of *Medal of Honor*. "We are proud of this piece because it offers a glimpse into the game we're creating, while also showing the mindset of these warriors."

Medal of Honor leaves the WWII theatre for the first time in its 11-year history and enters the modern day setting of war-torn Afghanistan seen through the lens of a small band of fictional characters. As well, players will be introduced to the Tier 1 Operator, an elite warrior and relatively unknown instrument of the U.S. Military that operates under the National Command Authority, taking on missions no one else can handle.

The *Medal of Honor* single-player campaign is being developed by Electronic Arts in Los Angeles who has been working closely with Tier 1 Operators from the U.S. Special Operations Community to create the most authentic modern war experience possible. To compliment the single-player experience, EALA has enlisted the multiplayer expertise of EA Digital Illusions CE AB. Together these studios are poised to reset the franchise for a new generation this fall.

Follow the game on twitter at: <http://www.twitter.com/medalofhonor>. Become a fan on Facebook at <http://www.facebook.com/medalofhonor>. For additional information, visit www.medalofhonor.com.

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 Mobile^(TM) 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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