



EA Invites Gamers to Join the 'Gun Club'

Get the Games, Get the Rewards in All-New Loyalty program from EA

LOS ANGELES, Jun 14, 2010 (BUSINESS WIRE) -- Electronic Arts Inc. (NASDAQ:ERTS) today announced the '[Gun Club](#)', an affinity program that rewards gamers for doing what they love best - enjoying their favorite games. 'Gun Club' members will receive benefits ranging from in-game content unlocks, early access to beta tests and demos, as well as the hottest news and exclusive access to development teams. The 'Gun Club' brings together some of the world's biggest and best games, including *Battlefield: Bad Company(TM) 2*, *Medal of Honor(TM)* and a brand new paid digital expansion pack for *Battlefield: Bad Company 2* set in Vietnam. Additional games will follow, including offers from *Battlefield Heroes(TM)* and *Dead Space(TM) 2*, among other titles.

Starting today, *Battlefield: Bad Company 2* VIPs become eligible to redeem *Medal of Honor* rewards*, including early access to the *Medal of Honor* beta as well as early access to a *Medal of Honor* weapon unlock in the retail version of the game -- the M24 Sniper Rifle. Using their existing EA profile as their Gun Club membership profile, gamers will access content that just might give them an edge in battle. Players can check out the awards they qualify for at <http://www.gunclub.ea.com>.

"This program takes our games from being individual launches to being part of an ecosystem within our portfolio, while showing fans our appreciation for their loyalty. The Gun Club gives us a platform to cross-pollinate our games, dialogue directly with players and add value to the entertainment experience for fans," says Jeff Karp, Senior VP of Marketing at EA. "Today, we are launching the Gun Club with *Battlefield: Bad Company 2* and *Medal of Honor* - two of the hottest titles coming out this year... and this is just the beginning."

For more information on the 'Gun Club' please go to <http://www.gunclub.ea.com>.

*Terms and restrictions apply. See www.gunclub.ea.com for details.

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 SPORTS(TM), EA(TM), EA Mobile(TM) and POGO(TM). In fiscal 2010, EA posted GAAP net revenue of \$3.7 billion and had 27 titles that sold more than one million units. 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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