



EA Storms the Frontlines With Battlefield: Bad Company 2 Vietnam

LOS ANGELES, Jun 14, 2010 (BUSINESS WIRE) -- DICE, an Electronic Arts Inc. (NASDAQ:ERTS) studio today announced the first multiplayer Expansion Pack for the mega-hit *Battlefield: Bad Company 2* where gamers will find themselves in an entirely new theatre of war - Vietnam. Fighting as either U.S. Marines or North Vietnamese Army (NVA), the hostile combat terrain of the Vietnamese jungle is brought dramatically to life via the Frostbite engine with a host of authentic vehicles and weapons with which to engage the enemy. The punishing jungles, powerful air invasions, and guerilla tactics of an unpredictable enemy deliver non-stop action in this sandbox environment, a signature design style of the award-winning Swedish studio. With more than 5M units sold, *Battlefield: Bad Company 2* has been hailed as, "...a better game than *Call of Duty: Modern Warfare 2*" by Seth Schiesel of The New York Times.

The *Battlefield: Bad Company 2 Vietnam* digital expansion pack takes all of the intensity, action and addictive gameplay of *Battlefield: Bad Company 2* and ups the ante with enhanced persistence, new weapons, vehicles, unlocks, awards, achievements and trophies. Featuring four new maps playable in classic *Battlefield* modes including Conquest and Rush, *Battlefield: Bad Company 2 Vietnam* will be available worldwide this winter for the Xbox 360(R) videogame and entertainment system, PlayStation(R)3 computer entertainment system and PC. Price will be announced at a later date.

Defined by its exceedingly intense vehicular warfare, destruction, variety of weapons and huge sandbox environments, *Battlefield: Bad Company 2* is one of 2010's top selling action games. The game is available in North America and Europe for the Xbox 360, PlayStation 3 and PC.

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>.

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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SOURCE: Electronic Arts Inc.

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