



EA Assumes European Publishing and Service Rights for Warhammer Online: Age of Reckoning (WAR)

Critically Acclaimed Massively Multiplayer Online Role-Playing Game Shifts from France Telecom to EA

FAIRFAX, Va, Jul 07, 2010 (BUSINESS WIRE) -- Electronic Arts Inc. (NASDAQ:ERTS) today announced that BioWare Mythic, the BioWare studio that develops *Warhammer(R) Online: Age of Reckoning(R)* (WAR), has assumed the publishing, operating and subscription service rights for the game in Europe. BioWare Mythic assumes the rights from GOA, a division of France Telecom. Launched in North America, Europe and Oceania in September of 2008 and in Russia in February of 2009, WAR is an epic fantasy MMORPG based on the popular tabletop game from Games Workshop.

"We thank GOA for the tremendous job they did launching WAR in Europe and serving this dynamic community for the past two years," said Eugene Evans, General Manager of BioWare Mythic. "Today, we're excited to have the opportunity for BioWare Mythic to directly care for WAR players throughout Europe. We are committed to providing the highest possible level of service and maintaining the glory of epic Realm vs. Realm battles for all European players."

Building upon the successful transition of *Dark Age of Camelot(TM)* from GOA in February 2010, BioWare Mythic assumes responsibility for *WAR in Europe* immediately. Once the transition begins, access to European servers for WAR will be suspended for 48 to 72 hours as new servers are brought online. The full game will then be accessible and to celebrate all current and former European subscribers will receive 14 days of free* gameplay. Standard billing rates will resume after this free* game play period.

All characters and account information will be migrated to BioWare Mythic servers and be available to present and past players. In addition, new players will be able to create a free** endless trial account. For more information on the transition and payment methods, please visit www.warhammeronline.com/international/.

Based on the popular tabletop war game from Games Workshop, *Warhammer Online: Age of Reckoning* features revolutionary Realm vs. Realm conflict that will provide players with an engaging battleground for years to come. WAR is available now for PC and Mac(R) is rated "T" for Teen by the ESRB and 12+ by PEGI. For more information about WAR or to download the endless free trial, please visit: www.warhammeronline.com/.

*Requires internet connection, acceptance of EA's End User Access and License Agreement and account registration update.

** See [\[http://www.warhammeronline.com/trial/index.php?WHFB9F-PNAIU-3XRWI-E6BRD-TRPTI\]](http://www.warhammeronline.com/trial/index.php?WHFB9F-PNAIU-3XRWI-E6BRD-TRPTI) for details.

About Games Workshop

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About BioWare

BioWare develops high quality console, PC and online role-playing games, focused on rich stories, unforgettable characters and vast worlds to discover. Since 1995, BioWare has created some of the world's most critically acclaimed titles, including *Baldur's Gate(TM)*, *Neverwinter Nights(TM)*, *Star Wars(R): Knights of the Old Republic(TM)*, *Jade Empire(TM)*, *Mass Effect(TM)* and *Dragon Age(TM)*. BioWare operates in Edmonton (Alberta, Canada), Montreal (Quebec), Austin (Texas) and Fairfax (Virginia). Currently announced projects at BioWare include the development of ongoing downloadable content for *Mass Effect 2(TM)*, one of the highest rated video games of all time, *Dragon Age 2*, the highly anticipated sequel to 2009's "RPG of the Year" *Dragon Age: Origins*, and the story-driven massively multiplayer online game, *Star Wars(R): The Old Republic(TM)*. In

2008, BioWare was acquired by Electronic Arts, a leading global interactive entertainment publisher. For more information on BioWare, visit www.bioware.com, or follow us on Twitter at www.twitter.com/biofeed. To join the millions of fans already registered on our community, go to <http://social.bioware.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: EA SPORTS™, EA™, EA Mobile™ and POGO™. 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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