



EA Adds Highly Anticipated 'Battlefield 3' Beta to 'Medal of Honor' Limited Edition

Check out World Premiere Medal of Honor Trailer on Sunday August 1 to See How Shooter Fans Reap Benefits This Year with Special Content and Next Year with Invitation to Battlefield 3 Beta

REDWOOD CITY, Calif., Jul 30, 2010 (BUSINESS WIRE) -- Electronic Arts Inc. (NASDAQ:ERTS) today revealed new details of the *Medal of Honor Limited Edition* that will be released in North America on October 12, 2010. The Limited Edition* features a host of weapons, powerful ammunition and camouflage. The weapons and camouflage give players a tactical gameplay advantage on day one. EA also announced today that people who own the *Medal of Honor Limited Edition* will receive an invitation to the beta** for another highly-anticipated EA shooter, *Battlefield 3(TM)*. *Battlefield 3* is the latest entry in the award-winning shooter franchise from DICE in Stockholm, Sweden.

This Sunday August 1, be sure to check out an all-new *Medal of Honor* gameplay trailer directed by Linkin Park's Joe Hahn. The trailer will feature never-before-seen in-game footage set to the band's recently-announced single 'The Catalyst' at www.medalofhonor.com/linkinpark. More details about the *Battlefield 3* beta itself can also be found at www.medalofhonor.com/battlefield3.

Medal of Honor Limited Edition also features special content out-of-the-box including the MP-7, a weapon utilized by real-world Tier 1 Operators in the field. With its light weight, high rate of fire as well as its ability to penetrate body armor, the MP-7 handles like a pistol yet allows targets to be engaged like a rifle. The Limited Edition also includes two powerful shotguns with custom slugs. These devastating shotguns and ammunition are ideal for close-range fights.

For the first time in its 11-year history, *Medal of Honor* leaves the WWII theatre and enters the modern setting of war-torn Afghanistan. The game is told through the lens of a small band of fictional characters. *Medal of Honor* introduces players to the Tier 1 Operator, an elite warrior and relatively unknown instrument of the U.S. Military that operates under the National Command Authority to take on missions no one else can handle.

Medal of Honor launches on Oct. 12, 2010 in North America and Oct. 15 in Europe for the PlayStation(R)3 computer entertainment system, Xbox 360(R) videogame and entertainment system and PC. Follow the game on Twitter at: <http://www.twitter.com/medalofhonor> or become a fan on Facebook at <http://www.facebook.com/medalofhonor>.

* The PlayStation 3 version of the Limited Edition also includes the classic, *Medal of Honor Frontline(TM)* completely remastered in HD. **Restrictions and conditions apply to Beta offer. See <http://www.ea.com/beta> 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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