



## EA's Medal of Honor Scores at Retail

### *European Review Scores Soar as Medal of Honor Prepares for EU Launch*

LOS ANGELES, Oct 13, 2010 (BUSINESS WIRE) -- Electronic Arts Inc. (NASDAQ: ERTS), today announced great *Medal of Honor*(TM) day one sales and that the game is well in position for an outstanding holiday. Co-developed by EA's Danger Close (TM) Studio in Los Angeles and DICE in Stockholm, *Medal of Honor* launched yesterday with strong momentum and early internal indicators show that the game is off to a great commercial start. In the U.S., retail response has been overwhelmingly positive with midnight launch events at nearly all Gamestop locations nationwide and with major mass merchandising retail chains already exceeding their Day 1 forecasts.

"We anticipate *Medal of Honor* to be one of the biggest video game titles launched this year," said Bob McKenzie, Senior Vice President of Merchandising at GameStop. "This underscores how video gaming has emerged as mainstream entertainment."

*Medal of Honor* is set to ship this Friday in the UK and the rest of Europe, and has already earned massive acclaim amongst some of the world's toughest critics. Zoo Magazine gave it a perfect 5 out of 5 while Gamesmaster scored it at 85% stating that it is "more realistic than Call of Duty"; ComputerAndVideogames.com scored it an 85 and hailed it, "an engrossing online shooter" and Eurogamer scored *Medal of Honor* an 8 out of 10 calling it "compelling and enjoyable."

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 within the real-life Tier 1 Operators, a relatively unknown instrument of the U.S. Military. Tier 1 Operators function under the National Command Authority to take on missions so dangerous, so specialized, they require an elite level of soldier. The unparalleled authenticity and realism in the *Medal of Honor* single player campaign is supported by a multiplayer mode awarded "Best Multiplayer of E3 2010" by GameSpy, with its dedicated servers and full feature set developed by DICE, delivering one of the most seamless online experiences of the year.

*Medal of Honor* is available now in North America and will be available in Europe on October 15, 2010 for the Xbox 360(R) videogame and entertainment system, PlayStation(R)3 computer entertainment system and PC. *Medal of Honor* is rated "M" for Mature by the ESRB.

For more information on EA, please visit [www.ea.com](http://www.ea.com). For more information on *Medal of Honor*, follow the game on Twitter at: <http://www.twitter.com/medalofhonor> or become a fan on Facebook at <http://www.facebook.com/medalofhonor>.

### **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](http://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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