



Medal of Honor Expands Award-Winning Multiplayer Experience with Free Download Pack

Medal of Honor Sells More Than 1.5 Million Units in First 5 Days

LOS ANGELES, Oct 19, 2010 (BUSINESS WIRE) -- Electronic Arts Inc. (NASDAQ: ERTS), announced today that *Medal of Honor(TM)* has claimed the #1 chart position in the UK according to official GfK-ChartTrack data. In just five days since launching in the U.S. and with just two days of sales in Europe and Asia, the game has already sold through more than 1.5M units. EA also announced that the first-person shooter will expand with the release of an all-new explosive multiplayer mode on November 2, 2010. The free* multiplayer mode titled Clean Sweep is an elimination mode where players must rely on their own skill and teammates' expertise to prevail as the winning team. This exhilarating mode is playable across two all-new maps (Bagram Hangar and Khyber Caves) as well as redesigned versions of the popular Diwagal Camp and Kabul City Ruins maps. Clean Sweep will be available on November 2 via Xbox LIVE(TM) Marketplace and PlayStation(R)Network to owners of *Medal of Honor* with Online Pass.

Frank Gibeau, President at EA stated, "*Medal of Honor* is one of EA's most storied franchises and we're thrilled to see that fans worldwide have embraced it. In this ultra competitive category, *Medal of Honor* stands out from the pack. By portraying the Tier 1 Operator as so elite, so tough, *Medal of Honor* offers a view into a world that has the power to resonate with FPS gamers everywhere."

Developed by DICE, *Medal of Honor* multiplayer delivers world-class First Person Shooter action and dedicated server support with all of the same authentic settings, weapons and realistic action depicted in the single-player game. 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.

To find out more information on *Medal of Honor* please visit: www.MedalofHonor.com. Follow the game on twitter at: www.twitter.com/medalofhonor or on Facebook at www.facebook.com/medalofhonor.

* Free with game registration using single-use Online Pass code enclosed with new, full retail purchase. Additional Online Pass codes available for purchase from Xbox LIVE or PlayStation Network. Additional conditions and restrictions apply. See back of pack 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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