



EA and LucasArts Enter Into New Global Publishing Agreement for *Star Wars: The Old Republic*

Groundbreaking MMORPG from Legendary Developers at BioWare Set for Global Launch in 2011

REDWOOD CITY, Calif.--(BUSINESS WIRE)-- Electronic Arts Inc. (NASDAQ:ERTS) and Lucasfilm Ltd, announced today an updated global publishing agreement for the highly anticipated massively multiplayer online videogame *Star Wars®: The Old Republic™*. With this new agreement, certain publishing, marketing and distribution responsibilities previously designated to LucasArts will shift to EA, so that all publishing, marketing and distribution responsibilities can be centralized for efficiency. Lucasfilm will continue serving as a key partner, collaborating on design and marketing, and as a licensor of the property. *Star Wars: The Old Republic* is designed to redefine the MMO category by introducing BioWare's signature storytelling and rich, emotional human performances to the genre. Financial terms were not disclosed.

Star Wars: The Old Republic is one of the most highly-anticipated videogames of 2011, winning over 60 awards at industry tradeshows around the world including the Electronic Entertainment Expo in Los Angeles and Gamescom in Cologne, Germany. The game is breaking new ground in the genre by building on the traditional MMO gameplay pillars of combat, exploration and character progression, and adding a fourth dimension to the experience — story. In *Star Wars: The Old Republic*, players will explore an age thousands of years before the rise of Darth Vader when war between the Old Republic and the Sith Empire divides the galaxy. Players choose to play as Jedi, Sith, or a variety of other classic *Star Wars* roles, defining their personal story and determining their path down the light or dark side of the Force. Along the way, players will befriend courageous companions who will fight at their side or possibly betray them, based on the players' actions. Players can also choose to team up with friends to battle enemies and overcome incredible challenges using dynamic *Star Wars* combat.

For more information on *Star Wars: The Old Republic*, please visit <http://starwarstheoldrepublic.com>, follow the game on Twitter at <http://twitter.com/swtor> or "Like" *Star Wars: The Old Republic* on Facebook at <http://facebook.com/starwarstheoldrepublic>.

ABOUT LUCASFILM LTD.

Lucasfilm Ltd. is one of the world's leading film and entertainment companies. Founded by George Lucas in 1971, it is a privately held, fully-integrated entertainment company. In addition to its motion-picture and television production operations, the company's global activities include Industrial Light & Magic and Skywalker Sound, serving the digital needs of the entertainment industry for visual-effects and audio post-production; LucasArts, a leading developer and publisher of interactive entertainment software worldwide; Lucas Licensing, which manages the global merchandising activities for Lucasfilm's entertainment properties; Lucasfilm Animation, which is currently producing content for film and television, including *Star Wars: The Clone Wars*, a CG-animated half-hour television series; and Lucas Online creates Internet-based content for Lucasfilm's entertainment properties and businesses. Additionally, Lucasfilm Singapore produces digital animated content for film and television, as well as visual effects for feature films and multi-platform games. Lucasfilm's motion-picture productions include three of the 20 biggest box-office hits of all time and have received 19 Oscars and more than 60 Academy Award nominations. Lucasfilm's television projects have won 12 Emmy Awards. Lucasfilm Ltd. is headquartered in San Francisco, Calif. LucasArts, a Lucasfilm Ltd. company, is a leading developer and publisher of interactive entertainment software worldwide for video game console systems, computers and the Internet. Based in San Francisco, Calif., as well as on the Internet at www.lucasarts.com, LucasArts was created in 1982 by George Lucas to provide an interactive element to his vision of a state-of-the-art, multifaceted entertainment company.

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™*, *Neverwinter Nights™*, *Star Wars®: Knights of the Old Republic™*, *Jade Empire™*, *Mass Effect™* and *Dragon Age™*. BioWare operates in Edmonton (Alberta, Canada), Montreal (Quebec), Austin (Texas), Fairfax (Virginia) and Galway (Ireland). Currently announced projects at BioWare include the development of ongoing downloadable content for *Mass Effect*

2, 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®: The Old Republic™*. 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 \$1.7 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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