



EA Continues to Give This Holiday Season With *Battlefield: Bad Company 2 Vietnam* Starting Tomorrow

STOCKHOLM--(BUSINESS WIRE)-- Calling all soldiers, the battle for Vietnam is about to begin! DICE, an Electronic Arts Inc. (NASDAQ:ERTS) studio today announced that *Battlefield: Bad Company™ 2 Vietnam* the digital multiplayer expansion pack for the mega-hit *Battlefield: Bad Company™ 2* will be available starting tomorrow, December 18, for the PC at the EA Store™ and Steam. The game is already receiving high marks from video game journalists including a 9.5 out of 10 from IGN.com. The pack will also be available December 21 at select digital service providers and in participating retail stores on PC, on Xbox LIVE® Marketplace and the PlayStation® Network for \$14.99USD or 1200 MS points. Also starting December 21, players will be treated to price drops on select previous *Battlefield* digital content on PlayStation Network and Xbox Live Marketplace.

In *Battlefield: Bad Company 2 Vietnam*, gamers will find themselves in an entirely new theatre of war, fighting as either the U.S. Marines or North Vietnamese Army (NVA). The punishing jungles of Vietnam are brought dramatically back to life via the award-winning Frostbite™ engine, where players can take advantage of *Battlefield's* classic sandbox environments in five all-new multiplayer maps using powerful air invasions or close-quarter guerrilla tactics.

Battlefield: Bad Company 2 Vietnam takes all of the intensity, action and addictive gameplay of the multi-million selling *Battlefield: Bad Company 2* and ups the ante with new weapons, vehicles, achievements and trophies. Featuring five all-new maps playable in four different modes including Conquest, Rush, Squad Deathmatch and Squad Rush, *Battlefield: Bad Company 2 Vietnam* will continue to deliver exceedingly intense vehicular warfare, destruction and squad play.

The fifth map, Operation Hastings, will be unlocked as part of a worldwide community challenge, where players will work together to reach 69 million team actions on each respective community — Xbox 360® videogame and entertainment system, PlayStation®3 computer entertainment system and PC. The challenge begins on December 21.

For more information about *Battlefield: Bad Company 2 Vietnam*, please visit the Battlefield website at www.battlefield.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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