



Battlefield 3 Wages War With Groundbreaking Frostbite 2 Game Engine Technology

DICE Announces Massive Pre-order Incentive for Fall Blockbuster

STOCKHOLM--(BUSINESS WIRE)-- DICE, an Electronic Arts Inc. studio (NASDAQ:ERTS), the makers of the multi-platinum **Battlefield: Bad Company™** series today announced a massive pre-order incentive for **Battlefield 3™**, the long-awaited successor to the epic, internationally acclaimed 2005 game, *Battlefield 2™*

Battlefield 3 leaps ahead of its time with the power of **Frostbite™**, DICE's new cutting-edge game engine. This state-of-the-art technology is the foundation on which *Battlefield 3* is built, delivering enhanced visual quality, a grand sense of scale, massive destruction, dynamic audio and character animation utilizing ANT technology from the latest EA SPORTS™ games.

The experience doesn't stop with the engine — it just starts there. In single-player, multiplayer and co-op, *Battlefield 3* is a near-future war game depicting international conflicts spanning land, sea and air. Players are dropped into the heart of the combat whether it occurs on dense city streets where they must fight in close quarters or in wide open rural locations that require long range tactics.

"We are gearing up for a fight and we're here to win," said Karl Magnus Troedsson, General Manager, DICE. "Where other shooters are treading water *Battlefield 3* innovates. Frostbite 2 is a game-changer for shooter fans. We call it a next-generation engine for current-generation platforms."

In *Battlefield 3*, players step into the role of the elite U.S. Marines. As the first boots on the ground, players will experience heart-pounding missions across diverse locations including Paris, Tehran and New York. As a U.S. Marine in the field, periods of tension and anticipation are punctuated by moments of complete chaos. As bullets whiz by, as walls crumble, as explosions force players to the ground, the battlefield feels more alive and interactive than ever before.

"We wanted to create the most immersive and emotionally powerful *Battlefield* game ever and we needed new technology to deliver on our vision," said Patrick Bach, Executive Producer. "*Battlefield 3* preserves the franchise's signature sandbox style and even brings back classic fan favorites like jets, going prone and 64-player multiplayer on PC."

Those anxious to start the fight can pre-order the *Battlefield 3 Limited Edition* now at www.battlefield.com. The *Battlefield 3 Limited Edition* includes *Battlefield 3™: Back to Karkandak* at no extra charge.* This themed expansion pack features four legendary maps from *Battlefield 2* boldly re-imagined with Frostbite 2 physics, destruction and visuals. Completing the package are classic *Battlefield 2* weapons and vehicles, unique rewards, new achievements/trophies, and more.

Battlefield 3 will be available this Fall for the Xbox 360® videogame and entertainment system, the PlayStation®3 computer entertainment system and the PC. For more information on *Battlefield 3* please visit www.battlefield.com, and for the latest news on *Battlefield 3* follow us on Twitter: @battlefield.

*Conditions and restrictions apply. See <http://eastore.ea.com/battlefield3> 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™, 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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