



EA and BioWare Unleash New Play4Free Game **Warhammer® Online: Wrath of Heroes™**

Sign Up Now for a Chance to Participate in Closed Beta and Experience the Thrill of 18-Player PvP Action

FAIRFAX, Va.--(BUSINESS WIRE)-- Only true heroes will triumph! BioWare™, a division of Electronic Arts Inc. (NASDAQ: EARTS), today announced **Warhammer® Online: Wrath of Heroes™**, a new Player-Versus-Player (PvP) Play4Free game based on *Warhammer® Online: Age of Reckoning™*. *Warhammer Online: Wrath of Heroes* will advance online action games by delivering instant, fast-paced, and competitive PvP arena gameplay — for free! In this thrilling game, players form three teams and will dive into epic 18-player battles using a variety of characters and iconic *Warhammer Online* heroes, settings, and weapons. The course of conflict can quickly turn against you as players switch from one hero to another mid-battle, and alliances between the teams are forged — and broken.

Players can sign up to learn more and for a chance to gain early access to the *Warhammer Online: Wrath of Heroes* closed beta at www.wrathofheroes.com.

"We're thrilled to expand our audience and deliver BioWare's first Play4Free title with *Wrath of Heroes*," said Dr. Ray Muzyka, Co-founder, BioWare and General Manager, BioWare Label. "PvP combat is without a doubt one of the most compelling experiences online. We've distilled down the essentials of that conflict — and delivered it with force."

"We're excited to continue to work with BioWare to bring a fresh take on the *Warhammer Online* experience to existing fans and new players everywhere," said Andy Jones, Head of Legal and Licensing at Games Workshop PLC. "We believe this fantastic extension to *Warhammer Online* demonstrates the studios commitment to bringing the unique and defining PvP elements from *Warhammer Online* to a whole new audience with a level of quality and authenticity that will continue to delight our established fans."

Warhammer Online: Wrath of Heroes offers players a variety of heroes to choose from, each one tailored to different PVP playstyles. Players can swap through their arsenal of heroes on the fly, creating a unique, dynamic gameplay experience. *Wrath of Heroes* is set up to enable both jump-in/jump-out gameplay sessions during lunch breaks or players can settle in for a marathon session, level up and prove their dominance against their friends!

Players can sign up for a chance to participate in the closed beta by visiting: www.wrathofheroes.com. *Warhammer Online: Wrath of Heroes* will be available to download for free on PC in North America and Europe in Fall 2011. For more information on *Warhammer Online: Wrath of Heroes*, please visit www.wrathofheroes.com and follow the game on [Twitter](https://twitter.com/wrathofheroes) at <http://twitter.com/wrathofheroes> or "Like" the game on [Facebook](https://www.facebook.com/pages/Wrath-of-Heroes/180076122045811) at <http://www.facebook.com/pages/Wrath-of-Heroes/180076122045811>.

About Games Workshop

Games Workshop Group Plc (LSE:GAW.L) is based in Nottingham, UK. Games Workshop designs, manufactures, retails, and distributes its range of *Warhammer®* and *Warhammer® 40,000* games, miniature soldiers, novels and model kits through more than 392 of its own Hobby centers, the Internet and independent retail channels in more than 50 countries worldwide. Further details on the company can be obtained at www.games-workshop.com.

About BioWare

The BioWare Label is a division of EA which crafts high quality multiplatform role-playing, MMO and strategy games, focused on emotionally engaging, rich stories with unforgettable characters and vast worlds to discover. Since 1995, BioWare has created some of the world's most critically acclaimed titles and franchises, including *Baldur's Gate™*, *Neverwinter Nights™*, *Star Wars®: Knights of the Old Republic™*, *Jade Empire™*, *Mass Effect™* and *Dragon Age™*. BioWare currently operates in seven locations across the world, including Edmonton (Alberta, Canada), Montreal (Quebec, Canada), Austin (Texas), Fairfax (Virginia), San Francisco (California), Los Angeles (California) and Galway (Ireland).

Currently announced projects at BioWare include the development of *Mass Effect 3*, the sequel to 2010's Game of the Year *Mass Effect 2*, ongoing downloadable content for *Dragon Age II* such as *Dragon Age II Legacy*, the social Play4Free RPG for

Facebook and Google+, *Dragon Age Legends*, *Warhammer® Online: Wrath of Heroes*, a PvP Play4Free game, and the story-driven, massively multiplayer online roleplaying game, *Star Wars®: The Old Republic™* BioWare also operates the award-winning MMOs *Warhammer® Online: Age of Reckoning®*, *Dark Age of Camelot™* and *Ultima Online™*.

In 2008, BioWare was acquired by Electronic Arts, a leading global interactive entertainment publisher. In 2011 EA created the BioWare Label, alongside EA Games, EA Sports and EA Play. 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 with the BioWare community, go to <http://social.bioware.com>.

About Electronic Arts

Electronic Arts (NASDAQ:ERTS) is a global leader in digital interactive entertainment. The Company's game franchises are offered as both packaged goods products and online services delivered through Internet-connected consoles, personal computers, mobile phones and tablets. EA has more than 100 million registered players and operates in 75 countries.

In fiscal 2011, EA posted GAAP net revenue of \$3.6 billion. Headquartered in Redwood City, California, EA is recognized for critically acclaimed, high-quality blockbuster franchises such as *The Sims™*, *Madden NFL*, *FIFA Soccer*, *Need for Speed™*, *Battlefield*, and *Mass Effect™*. More information about EA is available at <http://info.ea.com>.

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