



EA and 38 Studios Ready Kingdoms of Amalur: Reckoning to Strike Worldwide on February 7th

Ken Rolston, Todd McFarlane and R.A. Salvatore Create a Massive World Filled with Endless Possibilities and Intense Action Combat

COLOGNE, Germany--(BUSINESS WIRE)-- Get ready to discover the secrets of Amalur as today Electronic Arts Inc. (NASDAQ:ERTS) and 38 Studios, LLC have announced that the action RPG, *Kingdoms of Amalur: Reckoning™* will launch in Europe on February 10, 2012 and in North America on February 7, 2012. *Reckoning* is an epic single-player game -- and the first chapter of a vast new fantasy universe -- that sends players on a fast-paced journey to unlock the mysteries of Amalur while redefining their hero's destiny and the fate of the world. With more than 10 award nominations at its Electronic Entertainment Expo (E3) debut in June 2011, *Kingdoms of Amalur: Reckoning* has captured the imagination of gamers worldwide, with GameSpot.com saying; "there's a lot to be excited about when it comes to *Kingdoms of Amalur: Reckoning*, especially when there's an impressive amount of talent behind the project."

"*Reckoning* is just the beginning of the deep, expansive lore and massive world that is *Amalur*," said Curt Schilling, Chairman and Founder of 38 Studios. "We're working with iconic visionaries who have trailblazed the direction of their respective fields. Todd McFarlane lends his expertise to inspire the game's bold art style and combat design, R.A. Salvatore created the deep, immersive history and culture of the world, and industry-icon Ken Rolston forges the expansive systems that RPG fans know and love. *Reckoning* has developed into something amazing and beyond my wildest dreams -- I cannot wait to share it with gamers across the world next February."

Set in an entirely new universe crafted by *New York Times* best-selling author R. A. Salvatore, *Kingdoms of Amalur: Reckoning* is brought to life visually through the trademark visceral style of renowned artist and *Spawn* creator Todd McFarlane. With a sprawling explorable world and deep RPG gameplay at its core, *Kingdoms of Amalur: Reckoning* adds a new level of intense action combat to the genre and a one-of-a-kind advancement system as players unfold and evolve their destiny through constant character customization. *Kingdoms of Amalur: Reckoning* is being created under the leadership of Ken Rolston, lead designer of the critically acclaimed open-world RPGs *Elder Scrolls III: Morrowind* and *Elder Scrolls IV: Oblivion*.

Developed by 38 Studios subsidiary Big Huge Games in Baltimore, Maryland and 38 Studios in Providence, Rhode Island, *Kingdoms of Amalur: Reckoning* will be available on February 7, 2012 in North America and on February 10, 2012 in Europe on the Xbox 360® video game and entertainment system, PlayStation®3 computer entertainment system and PC. For more information on *Kingdoms of Amalur: Reckoning*, please visit www.reckoning.com become a fan on Facebook <http://facebook.com/ReckoningTheGame> and follow *Reckoning* on Twitter <http://Twitter.com/ReckoningGame>.

About 38 Studios

38 Studios, LLC, an entertainment and IP creation company founded in 2006 by Curt Schilling, is developing an original fantasy IP driven by the creative and artistic visions of pop-culture icons R. A. Salvatore and Todd McFarlane. Entertainment products will include a massively multiplayer online game, novels, comics, toys, console games, movies, TV, and more.

For more information, visit www.38studios.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](http://info.ea.com).

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Photos/Multimedia Gallery Available: <http://www.businesswire.com/cgi-bin/mmg.cgi?eid=6830322&lang=en>

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