



EA and 38 Studios Unveil Pre-Order Bonus Items for Award-Winning Kingdoms of Amalur: Reckoning

RPG Players to Benefit from Mighty Exclusive Armor, Dynamic Weapons and Fate-Altering Treasure Hunter Packs

BALTIMORE--(BUSINESS WIRE)-- *Welcome to the world of Amalur!* Electronic Arts Inc. (NASDAQ:ERTS), 38 Studios LLC and Big Huge Games today revealed the in-game bonus items that players will receive when they pre-order* the epic role-playing game, *Kingdoms of Amalur: Reckoning*.TM In this unique game, players can choose their own destinies by customizing their characters through a wide array of varied skills and abilities. Armed with the exclusive Armor, Weapons and Treasure Hunter packs, players can help shape their destiny even further.

- **The Destinies Choice Pack:** Offers a unique "Twist of Fate" card to enhance the beginning of your gameplay experience, the Compass of Fate and three unique armor sets. Each armor set is tailored to a specific class which players will define and redefine during their time in *Amalur*.
- **The Fate-Touched Weapons Pack:** Players can enter battle as fully prepared as ever with an arsenal of rare Fate-Touched weapons including a longbow, hammer, staff, faeblades, daggers, scepter, chakrams, longsword and greatsword. The weapons will help satisfy every player's combat style with *Reckoning's* on-the-fly weapon swapping in combat to take down even the most dreadful of foes.
- **The Ultimate Treasure Hunter Pack:** For treasure hunters who will dive into every nook and cranny in the world of *Amalur*, the Dowsing Rod will seek out all reagents for concocting potions on your in-game map. A worthy companion tool for any adventurer, the Dowsing Rod will help players get the most out of their alchemy skill.

Participating retailers may vary. For more information on pre-order item availability and retailers, please visit www.reckoningthegame.com.

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>.

* Available at participating retailers in North America. Restrictions apply. Please visit www.reckoning.com/pre-order for more details.

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 <http://info.ea.com>.

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