



EA and Aeria Games Team Up to Launch Battlefield Heroes on Aeria Games Network

Agreement will Bring EA's Arcade Shooter and other Free-to-Play Titles to Millions of New Players Worldwide

REDWOOD CITY, Calif.--(BUSINESS WIRE)-- The free-to-play market continues to boom as Electronic Arts Inc. (NASDAQ:ERTS) today announced that it has signed a strategic distribution agreement with Aeria Games, a global leader of free-to-play online games, to bring its top Play4Free titles to the multi-million person community at [Aeria Games](#). EA's first game to launch on the popular Aeria Games network is the arcade shooter Battlefield Heroes™, currently available, with other EA titles to follow; including *Need for Speed™ World*.

"We are thrilled to add EA titles to our portfolio of games, and what better game to launch with to celebrate this partnership than Battlefield Heroes," said Lan Hoang, Chief Executive Officer, Aeria Games. "EA continues to champion the free-to-play space and their Play4Free games deliver quality, diversity and fun from recognizable IPs so we look forward to supporting their titles through our network resulting in access to millions of additional new power gamers."

"Distribution of Battlefield Heroes on Aeria Games' Network is a natural next step as we expand the Play4Free brand," said Sean Decker, Vice President of Play4Free. "Aeria Games is a frontrunner in the free-to-play games business and our titles will benefit tremendously as they reach the ever-growing global market."

Since 2006, Aeria Games has been a global leader in publishing high quality online free-to-play games in North America, Europe, and Latin America. The company is committed to supporting titles that cater to players looking for a more deep and immersive multiplayer experience with robust and active community support. Aeria Games hosts a diversified and growing portfolio of critically-acclaimed titles from multiple genres including action, MMO, and shooters, to name a few. For more information, please visit www.aeriagames.com.

This agreement with Aeria Games complements EA's own Play4Free portal, <http://play4free.com/>, which is home to Battlefield Heroes™, Need for Speed™ World, Lord of Ultima™, Dragon Age™ Journeys, Mirror's Edge™ 2D, BattleForge™, F and Tiger Woods PGA TOUR® Online.

Battlefield Heroes is a hit third-person arcade shooter that brings classic Battlefield gameplay to a mass audience. The game features fun, cartoon-style graphics and gameplay that caters to players of all skill levels. Battlefield Heroes is easy to pick up and play but has robust character customization and sticky online features so gamers can spend hours building up their characters and conquering the world. For more information, please visit www.battlefieldheroes.com.

About Aeria Games With a rapidly growing global community of over 23 million power gamers and a deep portfolio of development partners, Aeria Games is a leading destination for free-to-play multiplayer online games. Founded in 2006 and with offices in the U.S., Germany, and Brazil, Aeria Games publishes and develops high quality online games in nine languages covering more than 30 countries. The company's proprietary technology offers strong benefits to both the Aeria community as well as Aeria Games' development partners. Players enjoy access to a universal gaming destination providing deep, immersive online games accessible from PCs, browsers, tablets, and smart phones. Developers gain a blazingly fast point of entry to the global gaming market via Aeria Games' specialized platform that allows developers to integrate games easily and quickly. Aeria Games has a diverse portfolio spanning highly engaging fantasy MMORPGs, action shooters, anime-style social games, and multiplayer mobile titles. For more information, visit www.aeriagames.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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