



EA and Virgin Gaming Announce Battlefield 3 Videogame Competition with \$1.6 Million up for Grabs

The Battlefield 3 Worldwide Conquest Tournament Turns Up the Heat as Gamers Compete for the Biggest Console Cash Prize Pool in Gaming History

REDWOOD CITY, Calif.--(BUSINESS WIRE)-- The hottest game this holiday is giving out the best gift of all - \$1.6 million! DICE, an Electronic Arts Inc. studio (NASDAQ:ERTS) and Virgin Gaming today announced the **Battlefield 3 Worldwide Conquest Tournament** to celebrate the October 25, 2011 launch of the highly anticipated first-person shooter. The largest console videogame competition in gaming history, players from around the world will compete online in *Battlefield 3* for a chance to win \$1.6 million in cold hard cash. The online tournament begins in early 2012 and will culminate with a live grand finale where the players with the best *Battlefield* skills will walk away with a share of the \$1.6 million prize pool. For more information please visit www.BattlefieldMillions.com.

"We're always looking to raise the bar for our members, to give them truly epic gaming experiences they won't find anywhere else and *Battlefield 3* hits the mark," said Zachary Zeldin, Co-Founder of Virgin Gaming. "This partnership with EA and DICE is exactly the kind of relationship it takes to deliver on that goal, and we can't be more excited to be working with them to host the greatest competitive gaming event I've ever seen."

Battlefield 3 is one of the year's most anticipated games, having won over 50 illustrious awards at all of the gaming industry's major tradeshows. The game recently earned the coveted "Future Game Award" at the Tokyo Game Show, a prize that follows the honor of "Game of the Show" at GamesCom and "Action Game of the Show" at E3. Praised by critics for advancing the state of the art in gaming, *Battlefield 3* is the only shooter that can deliver the physicality and emotion of being on the battlefield. It is thanks to the expertise of the development team at DICE and the power of the **Frostbite™** engine that *Battlefield 3* delivers a massive sense of scale, best-in-class audio, completely destructible environments, hyper-real graphics and animation, and lets gamers pilot a whole range of vehicles from trucks and tanks to choppers and jets.

"The *Battlefield* series has always been a very social experience with its best-in-class multiplayer gameplay and we're honored to have such passionate and loyal fans," said Karl Magnus Troedsson, General Manager, DICE. "We want to give them the best *Battlefield* experience we've ever created with *Battlefield 3*. The *Worldwide Conquest Tournament* with Virgin Gaming is a great way to celebrate the gameplay and reward our fans."

Battlefield 3 will be available October 25, 2011 in North America for the PlayStation®3 computer entertainment system, the Xbox 360® videogame entertainment system and the PC. PC gamers will be able to download the *Battlefield 3 Limited Edition* at **Origin™** (powered by EA). For the latest news on *Battlefield* please visit www.battlefield.com, www.facebook.com/battlefield or follow us on Twitter a www.twitter.com/battlefield.

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>.

About Virgin Gaming

Introduced in June 2010, Virgin Gaming is the premier destination for competitive console gamers to meet, challenge and play in head-to-head and tournament challenges for cash, points and prizes. With an array of proprietary features, including a Fair Play Guarantee™ (with automatic results validation), a secure payment back end, and a Community Reputation Management System, Virgin Gaming allows gamers of all skill levels from around the world to safely and easily compete in some of their favorite multiplayer games. A leading-edge convergence of competitive online gaming and video games, Virgin Gaming offers

robust community features with member pages, clan support, invitational tournaments, stats tracking, news, information, and more. For additional information, visit <http://VirginGaming.com>.

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