



EA's Internationally Award-Winning Battlefield 3 Begins Its Assault on Retail Worldwide

Pre-Sales Nearly 3 Million for the Only Shooter in the Marketplace Built on Proprietary Frostbite 2 Engine Technology

Over 9.5M Downloaded the September Beta, Setting New Social Records Online

REDWOOD CITY, Calif.--(BUSINESS WIRE)-- The entertainment event of the year has arrived. DICE, an Electronic Arts Inc. (NASDAQ: ERTS) studio, today announced that **Battlefield 3™** winner of over 60 industry awards worldwide, is now available at retail stores in North America. With close to 3 million pre-sales*, **Battlefield 3** is the biggest first-person shooter launch in EA history.

Celebrated for its immersive single-player campaign, intense co-op mode and explosive multiplayer gameplay, **Battlefield 3** launches with a 93 on Metacritic and is being heralded as "unforgettable" by IGN.com, "mesmerizing" by Joystiq and the "must have first-person shooter of the year" from GameSpy, who awarded **Battlefield 3** a perfect 5 out of 5. Even prior to launch, fans around the world have already demonstrated their anticipation for the game with over 100 million video views and over 2 million "likes" on the **Battlefield Facebook** page in addition to thousands having purchased fan merchandise at the DICE store. Additionally, an astounding 9.5 million gamers downloaded the September beta and collectively set new social online play records for EA with 42 billion shots fired and 1.6 billion kills registered, 21 million exploded M-Com stations and 19 million dog tags lost at the end of a knife.

Battlefield 3 goes above and beyond the competition with the state-of-the-art **Frostbite™** game engine that creates a massive sense of scale, completely destructible environments and enables players to pilot a range of vehicles from jets and tanks to choppers and jeeps. With the addition of Battlelog, the **Battlefield** social network service, fans old and new can stay connected as they rise to the challenge to become one of the world's best soldiers. To accompany the game, Orion Publishing will release a novel called **Battlefield 3: The Russian** written by the highly decorated ex-SAS operator and best-selling author of **Bravo Two Zero**, Andy McNab, with co-author Peter Grimsdale. McNab worked with the creative team at DICE to ensure the authenticity of today's warfare is experienced in the single player, co-op and multiplayer campaigns.

The **Battlefield** franchise began in 2002 and has risen to international acclaim over the last decade. Developed by DICE in Stockholm, Sweden, the series has sold 40M unit's life-to-date. Since the launch of the first title, **Battlefield 1942™**, DICE has released 17 games and expansion packs in the **Battlefield** franchise; all with the series' signature open sandbox gameplay, vast array of military vehicles and an emphasis on social multiplayer with friends. With the release of **Battlefield 3**, DICE takes the franchise — and the shooter category — to new heights with the introduction of the advanced **Frostbite 2** game engine technology and the Battlelog social network.

Battlefield 3 is available now in North America and will be available in Europe on October 27, 2011 for the Xbox 360® videogame and entertainment system, PlayStation®3 computer entertainment system and PC. **Battlefield 3** is rated "M" for Mature by the ESRB. Fans of the game and DICE can purchase one-of-a-kind merchandise online at the all-new DICE store at www.store.dice.se. For more information on **Battlefield 3**, please visit www.battlefield.com, and for the latest news on **Battlefield** please visit <http://www.facebook.com/battlefield> or follow us on Twitter at www.twitter.com/battlefield.

* As of October 24th, 2011 based on internal EA estimates.

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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