



EA Says Thank You to Battlefield 3 Players with a Sweepstakes Weekend November 11th — 13th

Battlefield 3: Back to Karkand Digital Expansion Brings More Explosive Action to the Battlefield in December

REDWOOD CITY, Calif.--(BUSINESS WIRE)-- Get ready to level up, soldier! Today DICE, an Electronic Arts Inc. (NASDAQ:ERTS) studio announced that it is thanking fans for their passion and loyalty by hosting a *Battlefield 3*™ "Says Thanks" Sweepstakes weekend where gamers who play from Friday, November 11th at 12:01am GMT through Sunday, November 13th at 11:59pm GMT will have a chance to win one of three amazing prizes. The Grand Prize is a round-trip visit to DICE in Stockholm, Sweden for one player and three of their squadmates for three nights. Included in the visit is a tour of the state-of-the-art studio and an introduction to the development team behind the award-winning game. The second prize is \$5,000 USD in cash, or equivalent local currency, with the third place winner taking home a brand new game system with the full catalogue of corresponding *Battlefield* games. Complete sweepstakes rules can be found at www.battlefield.com/saysthanks.

The November play sessions will be followed in December with even more fan engagement when *Battlefield 3* releases the first digital expansion pack, *Back to Karkand*. This expansion comes with the Limited Edition of the game and delivers four fully remastered *Battlefield* maps; Strike at Karkand, Wake Island, Gulf of Oman and Sharqi Peninsula, all with enhanced levels of destruction. In addition, this expansion pack includes five new dog tags, five new achievements/trophies, three new vehicles (DPV, BTR-90, F-35B STOVL jet fighter), 10 iconic *Battlefield* weapons and a new persistence system where players complete assignments to earn their rewards. *Back to Karkand* will be sold separately for \$14.99 or 1200 MS points on the PlayStation®Network and Xbox LIVE® Marketplace, respectively. The expansion pack is available now for PC pre-order on Origin.com.

As DICE continues to support *Battlefield 3* as a software service, the development team has been collecting player feedback, responding to issues and working non-stop to provide improvements to both the single player and multiplayer campaigns. Updates include improved Quickmatch and squad functionality, improved game stability, reduced lag and rubber-banding, and added hardcore servers to meet demand. Details of ongoing updates can be found on the Battlefield blog at <http://blogs.battlefield.ea.com/>.

Battlefield 3 is available now in North America and Europe 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 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.

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>.

The Sims and Need for Speed are trademarks of Electronic Arts Inc. Battlefield 3 and Frostbite are trademarks of EA Digital Illusions CE AB. PlayStation is a registered trademark of Sony Computer Entertainment Inc. Xbox and Xbox 360 are trademarks of the Microsoft group of companies. Twitter is a registered trademark of Twitter, Inc. Facebook is a registered trademark of Facebook, Inc. All other trademarks are the property of their respective owners.

PR Manager

devinb@ea.com

or

Kelly Ekins, 514-664-8143

Senior PR Manager

kekins@ea.com

or

Peter Nguyen, 650-628-3607

PR Director

pnguyen@ea.com

or

Tammy Levine, 650-628-7223

VP of PR

tlevine@ea.com

Source: Electronic Arts Inc.

News Provided by Acquire Media