



Battlefield 3 Wins Hearts and Minds

Award-Winning Shooter Tops Holiday Gift Lists

Battlefield 3 Wins Peoples' Choice in Head-to-Head Battle at IGN.com

REDWOOD CITY, Calif.--(BUSINESS WIRE)-- DICE, an Electronic Arts Inc. (NASDAQ: ERTS) studio is heading into Black Friday and the American Thanksgiving holiday with fan support reaching an all-time high. With critics calling the game the "must-have FPS of the year" (GameSpy) and users scoring the game 4 out of 5 stars on Amazon.com, fan frenzy is reaching all-new heights, proving that one month after launch, the *Battlefield 3* multiplayer experience continues to dazzle fans. One of the hottest games of the holiday, *Battlefield 3* has been featured in nearly two dozen Holiday Gift Guides including some of the nation's biggest and most influential outlets such as The Washington Post, Cnet.com, Entertainment Weekly and Yahoo.com. *Battlefield 3* videos have been viewed more than 132 Million times, Twitter followers near a quarter of a million, and the *Battlefield 3* Facebook community is on the verge of cresting 3M "likes".

Battlefield 3 won the peoples' choice on Versus, a new video series on IGN.com where the site pits two games against each other and fans decide who is the winner. With more than 202K votes, the game won in three categories: graphics, multiplayer and campaign.

"We set lofty goals for the launch of *Battlefield 3* and we are thrilled to report that we have accomplished our mission. We are now focused on continually improving service and supporting fans", said Patrick Soderlund, Executive Vice President of the EA Games Label. "Across the globe, word-of-mouth is keeping the game flying off store shelves. We are ecstatic to see the overwhelming fan passion for the game, and appreciate fans' continued support as we prepare to launch the *Back to Karkand* digital expansion next month."

EA is proving its commitment to players with superior customer service whether it's via WW Customer Support, the *Battlefield* Facebook page or *Battlefield* Twitter feed. 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>.

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