



Momentum Surges for Star Wars: the Old Republic During the Holidays

Critics and Fans Worldwide Heap Praise upon the Year's Highest Rated MMO from BioWare and LucasArts

REDWOOD CITY, Calif--(BUSINESS WIRE)-- Over a million gamers worldwide celebrated the holidays in front of their PCs with lightsabers, Sith lords and Jedi knights as BioWare™, a Label of Electronic Arts Inc. (NASDAQ: EA), continued to see an unprecedented amount of player engagement for *Star Wars™: The Old Republic™*. Over this past weekend, players continued to flood the servers of the fastest-growing subscription MMO in history, immersing themselves in the game for over 5.5 million hours. *Star Wars: The Old Republic* is also proving to be a critical smash hit, with an average review score of 88*, making it the highest rated MMO of 2011, while also winning over 105 industry awards, including "Best Multiplayer Game of 2011" from MSNBC. Enthusiasm for *The Old Republic* has also gone viral, as over 1.6 million fans have viewed the Jedi vs. Sith Freeze Mob in Times Square on launch day, making it one of the most viewed videos on [YouTube](#) during this past weekend.

The *Old Republic* has been lauded for bringing innovation to the MMO genre by adding fully voiced characters and placing a true emphasis on story and player choice. These new innovations, combined with highly polished gameplay and a smooth service, have led to a number of incredible gameplay achievements from the rabid community, including:

- Over 60 million in-game hours — roughly equivalent to watching all six *Star Wars* movies over 4 million times
- Over 850,000 Sith Warriors and over 810,000 Jedi Knights created
- Over 260 million quests completed
- Over 44 million PvP battles
- Over 9 million space combat missions completed
- Over 3 billion NPCs killed

Star Wars: The Old Republic is set thousands of years before the classic *Star Wars* movies, with the Galactic Republic and Sith Empire locked in the middle of an epic, galactic war. Players choose one of eight iconic *Star Wars* characters, including the Jedi Knight, Jedi Consular, Smuggler, Trooper, Sith Warrior, Sith Inquisitor, Bounty Hunter and Imperial Agent, becoming the hero or villain of their own personal *Star Wars* saga. Players will team up with friends online, fighting in heroic battles reminiscent of the films, immersing themselves in a galaxy full of vibrant characters and planets, while experiencing visceral *Star Wars* combat.

Included with the purchase of every copy of *Star Wars: The Old Republic* is 30 days of access to the game, after which players can continue to play through subscribing** at either \$14.99 per month, \$41.97 for 3 months (\$13.99 per month), or \$77.94 for six months (\$12.99 per month). For more information on *Star Wars: The Old Republic*, please visit www.StarWarsTheOldRepublic.com, follow the game on Twitter® at <http://twitter.com/swtor> or "Like" *Star Wars: The Old Republic* on Facebook® at <http://facebook.com/starwarstheoldrepublic>.

* According to Metacritic.com as of December 25, 2011.

** Subscription pricing in the United Kingdom is £8.99 per month, £25.17 for three months (£8.39 per month) or £46.14 for six months (£7.69 per month). Subscription pricing in Europe is €12.99 per month, €35.97 for three months (€11.99 per month) or €65.94 for six months (€10.99 per month).

About LucasArts

Founded in 1982 by filmmaker George Lucas, LucasArts is a leading publisher and developer of interactive entertainment. With development facilities in San Francisco and Singapore, LucasArts leverages the global skills, technology and resources of the Lucasfilm family of companies -- including visual effects leader Industrial Light & Magic, Lucasfilm Animation and Skywalker Sound -- in addition to strategic partnerships with best-in-class external partners, to further the boundaries of game development. LucasArts is dedicated to delivering deeply immersive, visually spectacular and engaging experiences that inspire and amaze generations.

About BioWare

The BioWare Label is a division of EA which crafts high quality multiplatform role-playing, MMO, social, play-for-free and strategy games, focused on emotionally engaging, rich stories with unforgettable characters and vast worlds to discover. Since 1995, BioWare has created some of the world's most critically acclaimed titles and franchises, including *Baldur's Gate*™, *Neverwinter Nights*™, *Star Wars*®: Knights of the Old Republic™, *Jade Empire*™, *Mass Effect*™ and *Dragon Age*™. BioWare currently operates in eight locations across the world, including Edmonton (Alberta, Canada), Montreal (Quebec, Canada), Austin (Texas), Fairfax (Virginia), San Francisco (California), Los Angeles (California), Sacramento (California) and Galway (Ireland).

In 2008, BioWare was acquired by Electronic Arts, a leading global interactive entertainment publisher. In 2011 EA created the BioWare Label, alongside EA Games, EA SPORTS™ and EA Play. For more information on BioWare, visit www.bioware.com, or follow us on Twitter at www.twitter.com/bioware. To join the millions of fans already registered with the BioWare community, go to <http://social.bioware.com>.

About Electronic Arts

Electronic Arts (NASDAQ:EA) 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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