EA and 38 Studios Ship One of the Highly Anticipated Videogames of 2012 - Kingdoms of Amalur: Reckoning

Starting Today, Players Will Discover the Rich and Remarkable World of Amalur and Enter Hallowed Ancient Grounds with the Downloadable 'House of Valor' Pack

PROVIDENCE, R.I.--(BUSINESS WIRE)-- Choose your destiny in the massive and mysterious world of Amalur! Electronic Arts Inc. (NASDAQ:EA), 38 Studios, LLC and Big Huge Games today released the much anticipated open-world action role-playing game, *Kingdoms of Amalur™: Reckoning™*. The game's vision was brought to life by 24-time *New York Times* bestselling author R.A. Salvatore, *Spawn* creator Todd McFarlane, and internationally-celebrated game designer Ken Rolston — an all-star team assembled by three-time World Series Champion pitcher and founder of 38 Studios, Curt Schilling. This original intellectual property breaks new ground by melding a deep open-world RPG experience with visceral action combat that offers players millions of combinations of moves, weapons and armor in a completely unique experience for every individual. IGN.com, who awarded the game with a 9 out of 10 review score, anticipates *"Reckoning will be discussed when Game of the Year 2012 rolls around,"* adding that it *"certainly isn't a game you should sleep on. Quite the contrary: Amalur demands your attention."* The UK's *The Guardian* added "*Reckoning* sounds like just the kind of start to 2012 RPG fans were hoping for."

EA and 38 studios also revealed today *House of Valor*, a digital download pack* that extends the *Kingdoms of Amalur: Reckoning* story giving players seven exclusive quests. The Grand Champion Tyr Magnus will challenge players to compete in the Valor Arena and overcome all obstacles to survive the barbaric tournament and ultimately seize control of the arena. As the player battles through the Valor Arena, they will meet new companions and rivals along the way. In addition, players can visit the Arena Battle Board to access a nearly endless variety of combat challenges. By completing bonus objectives in these challenges, like defeating all enemies without taking any damage, players can earn unique items and other rewards. *House of Valor* is available with a non-transferable one-time -use registration code that accompanies the new, full retail purchase Players that do not have a code can purchase a *Kingdoms of Amalur: Reckoning* Online Pass for 800 Microsoft Points on Xbox®LIVE Marketplace and $9.99 on the PlayStation®Network.

"This is a momentous occasion for the entire team at 38 Studios and Big Huge Games. I could not be more proud of all of the heart, passion and talent the team has poured into creating the first title in the world of Amalur," said Curt Schilling, Founder and Chairman of 38 Studios. "This is the beginning of a long and fantastic journey. We are deeply committed to the RPG community and plan to continue to serve up a lot more story-based and action-packed content in the near and long term."

Reckoning has become one of hottest video games of 2012 after being included on the *New York Times*, Complex, IGN and other 'Most Anticipated Games of 2012' lists. *Reckoning* players customize every aspect of their experience through a revolutionary new RPG system as they unlock powerful new Destinies, abilities, and combat maneuvers based on their own individual play style. In *Reckoning*, players immerse themselves in a master-crafted world filled with extraordinary landscapes, mysterious cities, colorful characters and fantastic creatures.

Developed by 38 Studios subsidiary Big Huge Games in Baltimore, Maryland and 38 Studios in Providence, Rhode Island, *Kingdoms of Amalur: Reckoning* is available now in North America and will be available in Europe on February 10, 2012 on the Xbox 360® videogame and entertainment system, PlayStation®3 computer entertainment system and PC. Learn more about *Kingdoms of Amalur: Reckoning* by visiting www.*Reckoning*.com or follow us on Facebook (http://facebook.com/*Reckoning*TheGame) and on Twitter (http://twitter.com/*Reckoning*Game).

*Internet connection and Origin Account (EA) required. Must be 13+ to create an account.

About 38 Studios

38 Studios, LLC, an entertainment and IP creation company founded in 2006 by Curt Schilling, is developing an original fantasy IP driven by the creative and artistic visions of pop-culture icons R. A. Salvatore and Todd McFarlane. Entertainment products will include a massively multiplayer online game, novels, comics, toys, console games, movies, TV, and more. For more information, visit www.38studios.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.

EA, The Sims and Need for Speed are trademarks of Electronic Arts Inc. Mass Effect is a trademark of EA International (Studio and Publishing) Ltd. John Madden, NFL and FIFA are the property of their respective owners and used with permission. Xbox 360 is a trademark of the Microsoft group of companies. PlayStation is a registered trademark of Sony Computer Entertainment Inc. All other trademarks are the property of their respective owners.

Electronic Arts
Melissa Ojeda, 650-628-7870
Publicist
mojeda@ea.com
Amanda Taggart, 650-628-2974
PR Director
ataggart@ea.com
Tammy Levine, 650-628-7223
VP, Worldwide PR
tlevine@ea.com
or
38 Studios
Adam Kahn, 401-243-8373
PR Director
akahn@38studios.com

Source: Electronic Arts Inc.

News Provided by Acquire Media