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DICE Celebrates Ten Years on the Battlefield and Two Million Milestone for Battlefield 3 Premium with Free PC Download of Battlefield 1942

REDWOOD CITY, Calif.--(BUSINESS WIRE)-- Thank you *Battlefield* fans! DICE, an Electronic Arts Inc. (NASDAQ: EA) studio, today announced fans can download a free* PC copy of *Battlefield 1942* exclusively on www.Origin.com/demos, in celebration of the ten year anniversary of the *Battlefield* series and *Battlefield 3™ Premium* surpassing 2 million members worldwide since its debut in June. A companion to the award-winning *Battlefield 3* and the free *Battlelog™* social network, *Battlefield 3 Premium* delivers new game changing content with five themed digital expansion packs that introduce a massive amount of gameplay including 20 new maps, new weapons and vehicles, four new game modes and more for a one-time fee of \$49.99. With over 5.2 million active *Battlefield 3* players a month, fans are actively looking for new original content to extend the life of the game and they're finding it in *Battlefield 3 Premium*.

"When we launched *Battlefield 1942* ten years ago, we had lofty ambitions to create a first-person shooter that would push the boundaries of innovation, creativity and design. We evolved the FPS gameplay formula by introducing the world to all-out warfare via land, air and sea," said Karl Magnus Troedsson, Vice President and General Manager of DICE. "Since the beginning, the reception to the *Battlefield* series has been incredible thanks to our amazing fans. Every day, we strive to provide our community with great games and new ways to play as evident with *Battlefield 3 Premium*. We wanted to thank our fans who have supported us throughout the years by restoring *Battlefield 1942* for a digital re-release and give everyone a chance to play the game that started it all."

Since its launch in October 2011, *Battlefield 3* fans have spent countless hours on the multiplayer battlefield achieving impressive in-game milestones:

- 95 billion total heals
- 4 billion total revives
- 3 billion vehicles destroyed
- 2 trillion bullets fired

"Today, we're equally as proud with the success of *Battlefield 3 Premium*. This has been an ambitious way to give our fans fresh, high-quality content at a great value. This achievement is helping us define the new standard by which all other shooters deliver content and exclusive bonuses to their player communities," added Troedsson.

Battlefield 3 has quickly become the fastest selling title in EA's 20+ year history selling 17 million units since release and has been lauded by game critics worldwide for its compelling single player campaign, intense co-op missions and its world class multiplayer. Making its debut in June of this year, *Battlefield 3 Premium* delivers five massive, themed digital expansion packs including *Battlefield 3: Back to Karkand*, *Battlefield 3: Close Quarters*, *Battlefield 3: Armored Kill*, the upcoming *Battlefield 3: Aftermath* coming this December and *Battlefield 3: End Game* hitting March 2013. The next digital expansion, *Battlefield 3: Aftermath*, is set in the shattered districts, streets and cities of a post-earthquake Iran. With operational capacity severely compromised, players will fight through the dust and rubble in a vertical and horizontal urban combat setting. In *Battlefield 3: Aftermath*, players will have additional support in the form of heavily modified troop transport and civilian vehicles adapted to deliver deadly force. Also making its debut in *Battlefield 3 Aftermath* is the deadly crossbow, a new weapon to help players deliver silent kills on the battlefield.

Battlefield 3: Aftermath Release Schedule:

	PlayStation®3	Xbox 360® and PC
<i>Battlefield 3 Premium</i> members	November 27	December 4
<i>Battlefield 3</i> players	December 11	December 18

Battlefield 3 & *Battlefield 3 Premium Edition* are available in North America and in Europe for the Xbox 360® videogame and

entertainment system, PlayStation®3 computer entertainment system and PC via Origin.com. For the latest news on *Battlefield* please visit <http://www.facebook.com/battlefield>, follow us on Twitter at www.twitter.com/battlefield or sign up for the official *Battlefield* newsletter at www.battlefield.com. Press assets for *Battlefield 3* are available at <http://info.ea.com>.

*Conditions apply; please visit <http://www.battlefield.com/battlefield-1942> for complete details

About Electronic Arts

Electronic Arts (NASDAQ: EA) is a global leader in digital interactive entertainment. The Company delivers games, content and online services for Internet-connected consoles, personal computers, mobile phones, tablets and social networks. EA has more than 220 million registered players and operates in 75 countries.

In fiscal 2012, EA posted GAAP net revenue of \$4.1 billion. Headquartered in Redwood City, California, EA is recognized for a portfolio of critically acclaimed, high-quality blockbuster brands 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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