



March 5, 2013

DICE Unleashes Battlefield 3: End Game - Get Ready for Even More Lethal High-Speed Action

REDWOOD CITY, Calif.--(BUSINESS WIRE)-- DICE, an Electronic Arts Inc. (NASDAQ: EA) studio, today announced that **Battlefield 3™: End Game** the fifth and final digital expansion pack for *Battlefield 3*, is now available for *Battlefield 3 Premium* members on the PlayStation®3 computer entertainment system. In *Battlefield 3: End Game*, gamers battle on four new breathtaking maps inspired by each of the four seasons, including Kiasar Railroad and Operation Riverside. Gamers can jump in the seat of the speedy new dirt bike and two AA vehicles to get behind enemy lines, or use the new dropship, which can quickly turn the tide in battle by rapidly deploying air drops of troop transports. In addition to this, gamers will enjoy the return of two classic game modes, Capture the Flag and Air Superiority. In Capture the Flag gamers have to coordinate lightning fast attacks and defenses, while in Air Superiority they take to the sky and engage in massive dog fights. With five new assignments, 16 dog tags and five trophies and achievements, *Battlefield 3: End Game* is the exhilarating and epic capstone to the award-winning *Battlefield 3* experience.

Battlefield 3: End Game Release Schedule:

| | PlayStation®3 | Xbox 360® and PC |
|--------------------------------------|---------------|------------------|
| <i>Battlefield 3 Premium</i> members | March 5 | March 12 |
| <i>Battlefield 3</i> players | March 19 | March 26 |

The *Battlefield 3* army continues to grow quickly, capturing more than 20 million players since release in October 2011 and has been lauded by game critics worldwide for its compelling single player campaign, intense co-op missions and world class, all-out-war multiplayer experience. Over the past eight months, more than 2.9 million players have signed up for *Battlefield 3 Premium*, the innovative offering that delivers five massive, themed digital expansion packs loaded with a wealth of content — *Battlefield 3: Back to Karkand*, *Battlefield 3: Close Quarters*, *Battlefield 3: Armored Kill*, *Battlefield 3: Aftermath* and *Battlefield 3: End Game* — all for \$49.99 on the PlayStation® Network, PC at Origin.com or 4000 MS points on the Xbox LIVE® Marketplace.

For more information on *Battlefield 3*, please visit www.battlefield.com, and for more information on *Battlefield 3 Premium* be sure to go to www.battlefield.com/premium. For the latest news on *Battlefield* please visit <http://www.facebook.com/battlefield> or follow us on Twitter at www.twitter.com/battlefield. Press assets for *Battlefield 3* are available at info.ea.com.

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 275 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 info.ea.com.

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