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EA Deploys an Explosive Downloadable Co-Op Demo for *Army of TWO The Devil's Cartel* Coming March 12

Friends Band Together and Get a Sneak Peek at the Highly Anticipated Action Blockbuster Game Before it Launches March 26

REDWOOD CITY, Calif.--(BUSINESS WIRE)-- When the stakes are high, risk it all by going double or nothing! Electronic Arts Inc. (NASDAQ: EA) today announced that a downloadable demo for *Army of TWO™ The Devil's Cartel*, the next installment of the franchise celebrated for its dynamic two player co-operative gameplay and over-the-top blockbuster action, will be available on Xbox LIVE® Marketplace and PlayStation®Network starting on March 12.

In the demo, players will step into the boots of private military contractors Alpha and Bravo as they embark on a mission to rescue a kidnapped politician while diffusing an additional hostage situation. From the bottom floor of a dangerous drug lab, to the rooftops of a sky rise, Alpha and Bravo must infiltrate the Cartel's stronghold and overcome hordes of cartel members, all the while working together to survive. With the lives of others on the line, the dynamic duo will need to split up as one player runs into battle face-to-face with their opposition, while the other takes to the sky in a helicopter to man a mini gun and provide cover. Complete with epic explosions, massive destruction and the brand new Overkill feature, gamers will be able to experience the adrenaline and palm sweating action before the game launches on March 26.

Army of TWO The Devil's Cartel Overkill Edition is still available to pre-order at participating retailers. Gamers who reserve their copy of the game will receive exclusive masks, outfits, a highly destructive co-op contract mission and deadly weapons, including the TAH-9. If customers pre-order their copy from GameStop, they will receive the *Army of TWO The Devil's Cartel Hit-Maker's Kit*, which will give gamers the chance to play as characters portrayed by music megastars Big Boi and B.o.B, along with an additional contract mission and custom designed gear.

In *Army of TWO The Devil's Cartel*, players find themselves on the war-torn streets of Mexico as Alpha and Bravo, two operatives working for Tactical Worldwide Operations (T.W.O.), fighting for justice against a dangerous drug cartel. Featuring both online and split-screen co-op, *Army of TWO The Devil's Cartel* gives players the chance to distinguish themselves from their friends by providing a deeper and more advanced upgrade and customization system. From the mask that protects them in battle to the very weapons that keep them alive, players can customize their own Alpha and Bravo to create the deadliest mercenary team as they see fit.

Launching on March 26, *Army of TWO The Devil's Cartel* will be available on the PlayStation®3 computer entertainment system and the Xbox 360® video game and entertainment system. This product is rated M for Mature by the ESRB. For more information on *Army of TWO The Devil's Cartel*, please visit www.armyoftwo.com, and for the latest news visit www.facebook.com/armyoftwo or follow on Twitter at www.twitter.com/armyoftwo. To watch the latest *Army of TWO The Devil's Cartel* trailer "Speak of the Devil" visit <http://youtu.be/dnDyA5T1pZk>. Press assets are available at www.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 <http://info.ea.com>.

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