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EA Launches Vast Line of "Official" Battlefield Products

Powerhouse Videogame Brand Partners With Category Experts to Extend to New Markets, New Demographics

REDWOOD CITY, Calif.--(BUSINESS WIRE)-- The *Battlefield*™ brand continues to demonstrate explosive growth as DICE, an Electronic Arts Inc. (NASDAQ: EA) studio, today announced a full slate of unique *Battlefield*-branded products for fans to enjoy. In anticipation of the *Battlefield 4*™ launch on October 29, DICE has hand-selected strategic licensing partners that will bring the beloved *Battlefield* brand to new retail sectors and new demographics this holiday. These category leaders give gamers a chance to engage with the *Battlefield* brand in new ways and further develop the profile of *Battlefield* in pop culture.

With a range of *Battlefield 4* items, players will be able to create a deeper connection with this award-winning title. Licensed products include a *Battlefield 4* novel written by esteemed author Peter Grimsdale that provides backstory about the game's heroic squad, a high-end art book that dives deeper into the imagery of *Battlefield 4* and a range of *Battlefield 4* gaming peripherals to help you feel the intensity of the battlefield. The full list of products in the officially licensed *Battlefield 4* collection are:

1. Orion Publishing Group *Battlefield 4* novel written by Peter Grimsdale
2. Titan Books *Battlefield 4* art book in Standard and Limited Editions
3. Razer performance PC gaming peripherals and accessories, including mice, keyboards, headsets, messengers bags, and iPhone® cases
4. PDP performance Xbox 360 and PS3 controllers
5. Qpad premium PC mouse mats
6. Jinx clothing apparel and accessories including t-shirts, hoodies, hats, key chains and dog tags
7. Prima Games Standard and Collection Edition strategy guides
8. Cook & Becker *Battlefield 4* artwork
9. Walls360 *Battlefield 4* wall graphics
10. BigBen Interactive mobile device and tablet cases

Winner of more than 20 critic awards at E3 2013 including Best of Show from GameSpot.com, *Battlefield 4* offers players a glimpse into the future of interactive entertainment. Powered by the advanced technology of DICE's proprietary Frostbite™ 3 engine, *Battlefield 4* will deliver a new era of first-person action, from a cinematic single player experience with dramatic, Hollywood acting performances to a multiplayer offering that will usher in the next generation of online warfare. *Battlefield 4* multiplayer introduces key innovations including Levolution, where a dynamic environment reacts to the player's every move to ensure no two games will ever be the same. Players will also see the return of Commander Mode, a tug-of-war between two opposing players with a birds-eye view of the battlefield as they provide critical intelligence and powerful assets to their troops below. *Battlefield 4* multiplayer will also feature epic 64-player battles running at a smooth 60 frames-per-second on Xbox One®, the all-in-one games and entertainment system from Microsoft, the PlayStation®4 and PC.

Battlefield 4 will be available October 29 for the Xbox 360® videogame and entertainment system from Microsoft, PlayStation®3 computer entertainment system and PC. *Battlefield 4* will also be available for Xbox One® and the PlayStation 4.

To find out more about *Battlefield 4* please visit www.battlefield.com. To join the conversation on *Battlefield 4*, please visit <http://www.facebook.com/battlefield>, follow us on Twitter® at www.twitter.com/battlefield and #BF4, or sign up for the official

Battlefield newsletter at www.battlefield.com. Press assets for *Battlefield 4* are available at <http://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 and tablets. EA has more than 285 million registered players and operates in 75 countries.

In fiscal year 2013, EA posted GAAP net revenue of \$3.8 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 www.ea.com/news.

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