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## EA and DICE Reveal Battlefield 4 Premium

Gain Early Access to Five Themed Digital Expansion Packs, New Weekly Content and Unique Personalization Options for Only \$50

*Battlefield 4 Multiplayer Beta Begins in Early October Giving Players a Chance to Experience the Future of Multiplayer Action*

COLOGNE, Germany--(BUSINESS WIRE)-- DICE, an Electronic Arts Inc. (NASDAQ: EA) studio, today announced *Battlefield 4™ Premium*, an exclusive membership for *Battlefield 4™* fans that provides a wealth of new content to keep the action going all year long. *Battlefield 4 Premium* members will receive five themed digital expansion packs: *Battlefield 4 China Rising*, *Battlefield 4 Second Assault*, *Battlefield 4 Naval Strike*, *Battlefield 4 Dragon's Teeth* and *Battlefield 4 Final Stand*; and will also be granted two-weeks early access\* to each. With *Battlefield 4 Premium*, DICE will serve up weekly content and unique personalization options so players can dominate the battlefield in style.

"Fan reaction to *Battlefield 3 Premium* has been nothing short of amazing. We are humbled to see more than 4 million people join in," said Patrick Bach, Executive Producer, *Battlefield 4*. "With *Battlefield 4 Premium* we continue to roll out the red carpet, treating our fans like VIPs with a massive amount of new gameplay, exclusive new content and even more benefits at an incredible value."

*Battlefield 4 Premium* membership includes five digital expansion packs\*\* featuring new multiplayer maps and in-game content:

- *Battlefield 4 Second Assault* — Includes four fan-favorite *Battlefield 3™* maps now re-imagined with the power of Frostbite™ 3. Available first on Xbox One.
- *Battlefield 4 China Rising* — Players fight for dominance across the vast and majestic Chinese mainland. Available December 2013.
- *Battlefield 4 Naval Strike* — Experience dynamic ocean combat as the Chinese armada takes the fight to the sea. Available Spring 2014.
- *Battlefield 4 Dragon's Teeth* — The US strikes back engaging in all-out urban warfare. Available Summer 2014.
- *Battlefield 4 Final Stand* — Bring the war to its epic conclusion. Available Summer 2014.

- Two-weeks early access to all expansion packs for that competitive edge
- Unique personalization options including camos, paints, emblems, dogtags and more
- Priority position in server queues
- New content every week
- 12 bonus *Battlefield 4 Battlepacks*
- Transfer *Battlefield 4 Premium* membership from Xbox 360 to Xbox One and PlayStation 3 to PlayStation 4.

*Battlefield 4 Battlepacks* add an all-new layer of persistence and an exciting element of chance to the multiplayer progression system in *Battlefield 4*. Through the course of a player's multiplayer career, they will receive packs containing random combinations of new camos, dog tags, knives, XP boosts, and gun attachments. In addition to what players will earn in-game through normal play, *Battlefield 4 Premium* members will receive the 12 bonus *Battlefield 4 Battlepacks*.

DICE also announced today the *Battlefield 4* multiplayer beta\*\*\* will start in early October and will be exclusive for *Battlefield 3 Premium* owners, those that pre-ordered *Battlefield 4 Digital Deluxe*, and owners of *Medal of Honor Warfighter Digital Deluxe* and *Medal of Honor Warfighter Limited Edition* for three days. Following that, DICE will host an open beta for all gamers worldwide and will feature the Siege of Shanghai map on the popular Conquest mode. Players will experience the next level of all-out warfare with a new design concept called Levolution, which creates a dynamic environment that reacts to the player's every move to ensure no two games are alike. The *Battlefield 4* multiplayer beta will be available for the Xbox 360® games and

entertainment system from Microsoft, the PlayStation®3 computer entertainment system and PC.

*Battlefield 4* will be available October 29 for the Xbox 360, PlayStation 3 and PC. *Battlefield 4* will also be available for Xbox One®, the all-in-one games and entertainment system from Microsoft, and the PlayStation®4 at a later date. *Battlefield 4 Premium* will be available on these platforms for \$50. All owners of *Battlefield 4* will be able to bring their gameplay stats from the Xbox 360 to Xbox One and from the PlayStation 3 to PlayStation 4. *Battlefield 4 Premium* membership will also be transferrable.

To join the conversation on *Battlefield 4*, please visit <http://www.facebook.com/battlefield>, follow us on Twitter® at [www.twitter.com/battlefield](http://www.twitter.com/battlefield) and #BF4, or sign up for the official *Battlefield* newsletter at [www.battlefield.com](http://www.battlefield.com). Press assets for *Battlefield 4* are available at <http://info.ea.com>.

\* See <http://battlefield.com/battlefield-4/premium> for details.

\*\* The expansion packs for PlayStation 4 and Xbox One are subject to availability of the consoles.

\*\*\* Conditions and restrictions apply. See <http://battlefield.com/beta> for details.

## 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 300 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 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>.

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