



October 4, 2013

DICE Throws Down an Intercontinental Challenge: Who Takes Top Billing in Battlefield 4 — USA or Europe?

The Winner Will Be Decided at the "Battlefield 4: Showdown Live Europe vs USA" Event

Xbox Live's Major Nelson and AceyBongos Command 32-person Squads in a Head-to-Head Battle of Battlefield 4 Second Assault — Its Worldwide Debut on Xbox One

Enter the Xbox Battlefield 4 "Play and Win" Sweepstakes This Weekend for the Chance to Compete

REDWOOD CITY, Calif.--(BUSINESS WIRE)-- Electronic Arts Inc. (NASDAQ: EA) today announced *Battlefield 4™ Showdown Live Europe vs. USA*, where two teams of 32-players will compete in an event in London, UK. The event will be live streamed on Xbox Live online entertainment network from Microsoft on November 1 at 10:00AM PDT. The Showdown will mark the debut of *Battlefield 4 Second Assault*, an expansion pack available at launch first on Xbox One, the all-in-one games and entertainment system from Microsoft. *Battlefield 4 Second Assault* includes four fan-favorite *Battlefield 3™* maps reimagined with the power of Frostbite™ 3. Top *Battlefield* players will be hand selected to represent their country as they battle it out on Xbox One.

Xbox Live's Major Nelson and AceyBongos will command their respective squads to lead their teams to victory. Starting today and ending on Sunday, October 6, Xbox is offering one lucky gamer in the USA the chance to be on Major Nelson's side by entering the *Battlefield 4* "Play and Win" sweepstakes*. Players can download the *Battlefield 4* Gamer Pic and play the *Battlefield 4* beta** on Xbox Live this weekend for a chance to win a trip for two to London, two passes to the event, a seat on the USA team and a \$500 gift card.

Starting today, the *Battlefield 4* open beta is available 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. This concept can alter the gameplay combat anytime during a multiplayer match as the environment reacts to the player's every move. The *Battlefield 4* open beta is available for the Xbox 360 videogame 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 console and PC. *Battlefield 4* will be in stores November 19 on Xbox One (November 22 in Europe) and November 12 on PlayStation®4 (November 29 in Europe).

Battlefield 4 Second Assault is one of five expansion packs included in *Battlefield 4 Premium*, an exclusive membership for fans that provides a wealth of new content to keep the action going all year long for only \$50. *Battlefield 4 Second Assault* will be available first on Xbox One.

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>.

* **NO PURCHASE NECESSARY.** Eligibility restrictions apply. See www.xbox.com/bf4pw for Official Rules.

** Xbox Live gold membership required.

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™, and Mass Effect™. More information about EA is available at <http://info.ea.com>.

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