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## DICE Launches Battlefield 4 Today — One of the Most Highly Anticipated and Critically Acclaimed Games of 2013

*Xbox 360, PlayStation 3 and PC in Stores Now; Next-Gen Launching Mid-November with Xbox One and PlayStation 4 Consoles*

*Buy Battlefield 4 on Current-Gen and Upgrade to Next-Gen for as Low as \$9.99*

REDWOOD CITY, Calif.--(BUSINESS WIRE)-- DICE, an Electronic Arts Inc. (NASDAQ: EA) studio, today announced that **Battlefield 4™** is now available in retail stores for the Xbox 360® videogame and entertainment system from Microsoft, the PlayStation®3 computer entertainment system and PC, as well as a digital download on Origin™. Powered by the advanced technology of DICE's proprietary **Frostbite™** engine, gamers will experience the all-out-war and epic moments possible only in *Battlefield 4*. The game lets players wage war across land, air and sea with unparalleled vehicular combat, dynamic environments and a new level of destruction. Console players can start the battle today on current-gen and upgrade to next-gen for as low as \$9.99\* when those systems launch in November. Players will also be able to transfer their multiplayer stats at launch of the next-gen consoles so they can hit the ground running.

Winner of more than 30 industry awards, *Battlefield 4* has been praised as "glorious chaos" by GameSpot while Yahoo! Games states it "looks amazing and packs innovative multiplayer enhancements." With its award-winning, best-in-class multiplayer, *Battlefield 4* delivers the bleeding edge of interactive technology and gaming. *Battlefield 4* has received a 9.5 from [GameTrailers.com](http://GameTrailers.com), 9.0 from [Joystiq.com](http://Joystiq.com), 8.75 from Game Informer Magazine and 8.5 from [IGN.com](http://IGN.com).

*Battlefield 4* features an engaging single-player campaign and epic multiplayer online action. In the single-player, *Battlefield 4* puts players in the boots of U.S. Marine Corps Sgt. Daniel Recker, member of the Tombstone squad. The world is on the brink of chaos, China is the tinderbox and the player is the inadvertent spark that could ignite a global conflict. Navigating the turmoil around them as they fight to save the final hope for peace between U.S., Russia and China, players will engage in combat on foot and by operating land, sea and air units.

In multiplayer, *Battlefield 4* offers a wide range of unique experiences. The varied and distinct maps, thrilling game modes and dynamic destruction ensure that no two games will be the same. *Battlefield 4* players engage in close quarters squad-based combat and in vast battles commandeering tanks, jeeps, jets, helicopters and naval units. Whether in a jet dogfighting the opposing team or onboard an attack boat in a joint strike with squad mates, the freedom of choice is always present in *Battlefield 4* multiplayer. Players will lead their team to victory by running and gunning at the frontlines, locating the perfect sniping position, or repairing critically damaged vehicles. *Battlefield 4* lets players be more and do more on the battlefield to deliver an entertainment experience that is unrivalled.

Fans looking to get the most out of their time on the battlefield can also join *Battlefield 4 Premium*. As *Battlefield 4 Premium* members gamers will receive themed digital expansion packs, two-week early access to each pack, plus additional content and new updates every week for only \$50\*\*. *Battlefield 4 Premium* includes the five expansions *Battlefield 4 China Rising*, *Battlefield 4 Second Assault*\*\*\*, *Battlefield 4 Naval Strike*, *Battlefield 4 Dragon's Teeth* and *Battlefield 4 Final Stand*. Fans that purchase *Battlefield 4 Premium* on current-gen consoles will also carry their membership forward on next-gen platforms.

In addition to current gen consoles and PC, *Battlefield 4* will also be available for the PlayStation®4 starting November 12 in North America and November 29 in Europe, and for Xbox One®, the all-in-one games and entertainment system from Microsoft starting November 19 in North America and November 22 in Europe.

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). To order *Battlefield 4* on Origin, visit [www.origin.com](http://www.origin.com). Press assets for *Battlefield 4* are available at <http://info.ea.com>.

\* At participating retailers, please see <http://www.battlefield.com/battlefield-4/next-gen-upgrade> for more details

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

\*\*\* Available first on Xbox One

## 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 300 million registered players and in over 200 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 <http://www.ea.com/news>.

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