



## **EA Enters Agreement with GigaMedia to Operate Highly Anticipated MMORPG - WARHAMMER(R) ONLINE: AGE OF RECKONING(TM) in Taiwan**

TAIPEI, Taiwan--(BUSINESS WIRE)--Jan. 31, 2008--Electronic Arts Inc. (NASDAQ:ERTS), the world's leading developer and publisher of interactive entertainment and GigaMedia Ltd (NASDAQ:GIGM), a major provider of online entertainment software and services, announced today that the companies have entered into an agreement to launch and operate WARHAMMER® ONLINE: AGE OF RECKONING™ (WAR) in Taiwan, Hong Kong and Macau. Based on Games Workshop's Warhammer fantasy universe, the online game features next generation Realm vs. Realm™ (RvR) game play that will immerse players in a world of perpetual conflict.

The agreement between EA and GigaMedia also aims to provide the ultimate MMORPG gaming experience for players in Taiwan, Hong Kong and Macau. Working closely with the EA Mythic development team, GigaMedia will provide marketing, community management, technical support, and customer service functions. Further details concerning the release schedule will be announced in the months ahead. Last November, EA also announced its partnership with GigaMedia to operate NBA Street Online in the same territories.

Warhammer Online is currently in development at EA Mythic, the studio which first gained worldwide critical acclaim for revolutionizing online gaming with the award winning Dark Age of Camelot™. WAR's Realm vs. Realm game play has players joining one of six Armies - the obstinate Dwarfs, the noble High Elves, the loyal humans of the Empire, the savage Greenskins, the corrupt Dark Elves or the marauding human worshippers of Chaos - to experience the truly epic nature of war. Warhammer Online also features an innovative Public Quest™ system and a massive City Siege campaign that allows players to sack and pillage an enemy capital.

Arthur M. Wang, Chief Executive Officer of GigaMedia, said, "We are pleased and honored to become EA's operating partner on another groundbreaking online game. GigaMedia will bring this most anticipated MMORPG title, WARHAMMER ONLINE: AGE OF RECKONING, into Taiwan, Hong Kong and Macau. We are sure that local players will warmly embrace and welcome this great game."

"It is a privilege to work with GigaMedia to bring our game to Asia's vibrant and growing population of MMORPG fans," says Mark Jacobs, VP and General Manager of EA Mythic. "Warhammer Online is widely anticipated in both North America and Europe. With Giga Media as a partner, we expect that Asian gamers will have a lot to look forward to."

Jon Niermann, President, EA Asia, said, "We are very excited to be partnering with GigaMedia on this project and delivering it in Taiwan, Hong Kong and Macau. The MMORPG fantasy genre is a tried and tested success formula - especially in Asia - and we look forward to introducing a new audience to the uniquely dark, gritty, and humorous world of WARHAMMER ONLINE: AGE OF RECKONING."

For further information about Warhammer Online, please visit

US: <http://www.warhammeronline.com/english/home/>

Korea: <http://www.warhammer-online.co.kr>

China: <http://www.warhammer-online.com.cn>

Taiwan: <http://www.warhammeronline.tw>

Japan : <http://www.warhammer-online.jp>

About Warhammer® Online: Age of Reckoning™ (WAR)

War is everywhere in Warhammer Online: Age of Reckoning (WAR), the new fantasy MMORPG from the creators of Dark Age of Camelot™. Based on Games Workshop's wildly successful Warhammer tabletop fantasy war game, this world provides a rich

setting for hundreds of thousands of players to experience the epic nature of war and the glory of battle.

Players are thrust into a grim world of perpetual conflict to fight for the Realms of Order (Dwarfs, High Elves, and Empire) or Destruction (Greenskins, Dark Elves, and Chaos). Next generation Realm vs. Realm game play ensures that players are never fighting alone. With an army of allies at their back, players will defend their homeland, invade enemy Realms, and ultimately lead the siege of their enemy's Capital City. Every aspect of the game - every player, every quest, every encounter, and every battle - can turn the tide of the ongoing war and mean victory for a player's Realm!

For the first time ever, players can engage in Public Quests™ - multi-stage, communal quests to be completed by allied players fighting together against overwhelming odds. They can also embark on an epic quest to complete the Tome of Knowledge and unlock Warhammer lore, detailed monster information, new abilities, rewards, and major story plotlines. Drawing from a quarter century of highly detailed source material, Warhammer Online: Age of Reckoning will bring Games Workshop's fantasy world to life in a way that will allow players to create characters destined for great deeds on the field of battle.

#### About Electronic Arts

Electronic Arts Inc. (EA), headquartered in Redwood City, California, is the world's leading interactive entertainment software company. Founded in 1982, the company develops, publishes, and distributes interactive software worldwide for video game systems, personal computers, cellular handsets and the Internet. Electronic Arts markets its products under four brand names: EA SPORTS™, EA™, EA SPORTS BIG™ and POGO™. In fiscal 2007, EA posted revenue of \$3.09 billion and had 24 titles that sold more than one million copies. EA's homepage is [www.ea.com](http://www.ea.com). More information about EA's products and full text of press releases can be found on the Internet at <http://info.ea.com>.

#### About GigaMedia Limited

GigaMedia Limited ("Giga Media" or the "Company") (Nasdaq:GIGM) is a major provider of online entertainment software and services, with headquarters in Taipei, Taiwan. GigaMedia is a holding company and through several subsidiaries develops and licenses software for online gaming. It also operates online gaming businesses including FunTown, a leading Asian casual games portal in Taiwan and the world's largest online MahJong game site in terms of revenue, and T2CN, a leading online casual sports game operator in China and operator of FreeStyle, the most successful online sports game in China. More information about the company information and press releases can be found on the internet at <http://www.gigamedia.com.tw>.

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