



## EA's Play4Free Portfolio Tops 25 Million Players Worldwide

REDWOOD CITY, Calif.--(BUSINESS WIRE)-- The digital gaming revolution is in full effect and EA is leading the charge. Electronic Arts Inc. (NASDAQ:EA) announced today that it continues to break new ground in the free-to-play gaming market with a community of active players that has reached 25 million worldwide. Pioneering the fast-growing freemium gaming category is a centerpiece in EA's strategy to reinvent itself as a leader in digital gaming. Two flagship titles, **Battlefield Heroes™** and **Need for Speed™ World**, each reached 10 million registered players earlier this month. In addition, **Battlefield™ Play4Free**, **Dragon Age™ Legends**, **Battleforge™** and **Lord of Ultima™** bring the total community across the 25 million mark, with a combined 5 million players.

To celebrate this milestone, EA is thanking the community with the release of several special edition virtual items. *Battlefield Heroes* players can redeem the following promo code, EQ9M-TYYT-TXR3-5GU3, for 300 Battlefunds\* from today until January 17th, 2012; which can be used to purchase powerful in-game weapons, vanity items, widgets, and more. In *Need for Speed World*, from today until January 17th, 2012, players can redeem promo code, EWPD-3KGA-VBVF-9HYS, for 750 SpeedBoost\* that can be used towards the purchase of cool licensed cars, performance upgrades and a wide variety of aftermarket parts.

"Developing a community of 25 million players is a remarkable achievement. It is a testament to the explosive growth of the free-to-play market and a reflection of EA's commitment to spearheading the digital transformation. We plan to continue to innovate in the category, introduce new gameplay that delights players and keeps them coming back for more," said Sean Decker, Play4Free, Vice President. "For our teams, this is an incredibly exciting time to be making games as the audience continues to grow and diversify."

With regular content updates, rewards and giveaways, EA's Play4Free titles boast vibrant and active communities. Since the launch of *Battlefield Heroes*, over 8 billion bullets have been fired, with nearly 532 million in-game kills. In *Need for Speed World*, over 15 million races and 22 million pursuits are logged every month with gamers from 237 countries playing\*\*.

This month, EA's Play4Free portfolio continues to buzz with activity and updates. *Need for Speed World* is releasing a series of new cars, starting with the 2012 Porsche 911 Carrera S that went live on January 10<sup>th</sup>. The month will continue to see an impressive rollout of vehicles from exotics to muscles to beloved classics. *Battlefield Heroes* has a fresh slate of clothing items and weapons launching in the coming weeks as well. In December, the Play4Free Studio, Phenomic, also announced their new, upcoming browser based MMO strategy title, **Command & Conquer™ Tiberium Alliances**, which is now available in Closed Beta. Sign up for a chance to access the beta today at <http://alliances.commandandconquer.com>.

For more information on EA's Play4Free titles, visit <http://play4free.com>.

\*Code expires January 17, 2012 at 12:00 AM GMT. One-time use code can be redeemed at [www.battlefieldheroes.com/store/redeem](http://www.battlefieldheroes.com/store/redeem). Requires access to Battlefield Heroes ("Product"), Internet connection, EA account and registration of Product. Code may not be substituted, exchanged, sold or redeemed for cash or other goods or services. May not be combined with any other offer, gift card, rebate or discount coupon. Retailers, distributors and employees of Electronic Arts Inc. and their agencies/affiliates are not eligible. Void where prohibited, taxed or restricted by law. Limit one code per person.

\*Code expires January 17, 2012 at 12:00 AM GMT. One-time use code can be redeemed towards any item offered in the Need for Speed World Web Store, Boost Store and Safehouse. Requires access to Need for Speed World ("Product"), Internet connection, EA account and registration of Product. Code may not be substituted, exchanged, sold or redeemed for cash or other goods or services. May not be combined with any other offer, gift card, rebate or discount coupon. Retailers, distributors and employees of Electronic Arts Inc. and their agencies/affiliates are not eligible. Void where prohibited, taxed or restricted by law. Limit one code per person.

\*\*According to Google Analytics: Countries as of January 10, 2012

### 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 100 million registered players and operates in 75 countries.

In fiscal 2011, EA posted GAAP net revenue of \$3.6 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 <http://info.ea.com>.

### **About Play4Free**

Electronic Arts is committed to driving the industry with its digital transformation. Offering a diverse portfolio of premium games, EA's Play4Free titles are developed by Easy studios in Stockholm, Sweden; Phenomic Studios in Ingelheim, Germany; and the Vancouver-based Play4Free team. With a low barrier to entry and over 25 million players around the globe, EA's world-class Play4Free titles allow gamers to play in the universe of existing and new franchises. Play4Free games are distributed worldwide in a wide selection of languages. For more information, please visit [www.play4free.com](http://www.play4free.com).

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Source: Electronic Arts Inc.

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