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DICE Announces Battlefield 3 Premium

15 Million Battlefield 3 Players Ready to Enlist For Early Access To All Battlefield 3 Digital Expansion Packs, Exclusive In-Game Items And Enhanced Battlelog Features For \$49.99

LOS ANGELES--(BUSINESS WIRE)-- DICE, an Electronic Arts Inc. (NASDAQ:EA) studio, is going above and beyond the call by expanding the **Battlefield 3™** experience and enhancing the free **Battlelog™** social network with the addition of a companion "Premium" membership. The studio today unveiled **Battlefield 3 Premium**, an innovative new offering that includes five digital expansion packs including *Battlefield 3: Back to Karkand*, *Battlefield 3: Close Quarters*, *Battlefield 3: Armored Kill*, *Battlefield 3: End Game* and the newly announced *Battlefield 3: Aftermath*. These themed digital expansion packs introduce a massive amount of content including 20 new maps and weapons, four game modes, new soldier and weapon camos and much more. By upgrading to *Battlefield 3 Premium* gamers receive all five digital expansion packs for \$49.99, a \$25 savings over purchasing each expansion pack separately, and will also receive exclusive in-game items, deeper personalization options, and advanced features making for the ultimate *Battlefield 3* experience. Topping off the opportunity, *Battlefield 3 Premium* members will benefit from exclusive early access to all *Battlefield 3* digital expansion packs starting today with *Battlefield 3: Close Quarters* on the PlayStation®3 computer entertainment system.

"*Battlefield 3* is the most physical, dynamic and progressive shooter experience on the market. At DICE, we are dedicated to connecting our fans around the world, nurturing their competitive spirit and delivering new content that exceeds their every expectation. That is what *Battlefield 3 Premium* is designed to do," said Patrick Bach, Executive Producer, *Battlefield 3*. "*Battlefield 3 Premium* gives our fans a massive amount of gameplay, early access and exclusive offerings at an incredible price. The sheer amount of brand new themed content available in *Battlefield 3 Premium* is staggering. We're rolling out the red carpet and giving *Battlefield 3* gamers the VIP treatment they deserve."

ALL EXISTING BATTLEFIELD 3 BATTLELOG FEATURES REMAIN FREE INCLUDING:

- Live stats tracker
- Ability to form and customize Platoons
- Browse leaderboards
- Access to the Com Center and Battle Feed

BATTLEFIELD 3 PREMIUM EXPANDS THE EXPERIENCE BY ADDING:

TWO WEEKS EARLY ACCESS TO ALL DIGITAL EXPANSION PACKS

1. *Battlefield 3: Back To Karkand* — Four of the most beloved *Battlefield 2™* maps all fully re-imagined utilizing the power of the Frostbite™ 2 engine. Available now.
2. *Battlefield 3: Close Quarters* — Intense, infantry-only theatre of war. Available today.
3. *Battlefield 3: Armored Kill* — All-out vehicle warfare coming September 2012.
4. *Battlefield 3: Aftermath* — Coming December 2012.
5. *Battlefield 3: End Game* — Coming March 2013.

Battlefield 3: Close Quarters Release Schedule:

	PlayStation 3	Xbox 360 and PC
<i>Battlefield 3 Premium</i> members	June 4	June 12
<i>Battlefield 3</i> players	June 19	June 26

STAND OUT WITH EXCLUSIVE IN-GAME ITEMS

Get recognition and stand out with unique in-game items including the one-of-a-kind ACB-90 knife and a set of *Battlefield 3 Premium* dog tags. Players can further customize their experience with new exclusive soldier camos, weapon camos and unique Assignments.

ACCESS POWERFUL FEATURES

With *Battlefield 3 Premium* players have the unique chance to reset their Score/Minute, Kills/Deaths, Win/Losses and stats if they want a fresh start with their multiplayer soldier. To further recognize their status, players will receive queue priority, more decals for their Platoon emblems, and the ability to save their favorite Battle Reports.

JOIN UNIQUE EVENTS

Rank up faster with exclusive Double XP weekends and take part in unique events.

GET STRATEGY GUIDES & VIDEOS

Watch videos with playing tips straight from DICE, access a set of deep strategy guides, and get exclusive sneak peeks from upcoming expansion packs.

Battlefield 3 Premium is available on the PlayStation® Network and for PC at Origin.com for \$49.99, as well as for 4000 MS points on Xbox LIVE® Marketplace. Gamers eager to jump into the *Battlefield* action can own *Battlefield 3 Premium* today, available at www.battlefield.com/premium.

All *Battlefield 3* digital expansion packs will be available individually for \$14.99 on the PlayStation Network and on PC at Origin.com, or for 1200 MS Points on Xbox LIVE Marketplace.

Battlefield 3 is among the fastest selling titles in EA's history, selling more than 15M units since release. Lauded by game critics worldwide for its compelling single player campaign, intense co-op missions and its addictive and world-class multiplayer, *Battlefield 3* has won more than 130 awards globally.

Battlefield 3 is available now in North America and Europe for the Xbox 360® videogame and entertainment system, PlayStation 3 and PC. For the latest news on *Battlefield* please visit <http://www.facebook.com/battlefield>, follow us on Twitter™ at www.twitter.com/battlefield or sign up for the official *Battlefield* newsletter at www.battlefield.com. Press assets for *Battlefield 3* are available at info.ea.com.

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, tablets and social networks. EA has more than 220 million registered players and operates in 75 countries.

In fiscal 2012, EA posted GAAP net revenue of \$4.1 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 at info.ea.com.

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