



The Secret World Now Taking Pre-Orders, Includes Guaranteed Public Beta Access Starting May 11

REDWOOD CITY, Calif. & DURHAM, N.C.--(BUSINESS WIRE)-- Award-winning independent developer and publisher of online games Funcom, and EA Partners, a division of Electronic Arts Inc. (NASDAQ: EA), are thrilled to announce that the pre-order campaign for the upcoming modern-day massively multiplayer online (MMO) game, *The Secret World* is now live. Everyone who pre-orders will be guaranteed access to all Beta Weekends beginning May 11, 2012 running most weekends up until the game's launch on June 19, 2012 on PC. Players can pre-order the game that PC Gamer credits for "taking bold steps to revolutionize the MMO" now at www.thesecondworld.com.

The Secret World puts players into a modern-day world where every myth, legend and conspiracy theory is true, and where secret societies pull the strings of entire governments from the shadows. Players get to travel the world — from New York to London and from Egypt to Transylvania — as they fight the evil that has infiltrated myths and folklore for centuries.

Gamers who pre-order *The Secret World* will receive:

- Guaranteed access to all Beta Weekends starting May 11, with the ability to carry over their characters to every subsequent event
- Guaranteed Early Access to the game, up to four days prior to the game's official launch
- An exclusive in-game item providing an experience boost to progression
- An exclusive in-game t-shirt featuring a unique monster design
- A powerful pet (Ferocious Wolf, Egyptian Cat or Loyal Hound) to support the player in combat
- A head start on character naming before the game launches

During the Beta Weekends, players will be immersed in a revolutionary MMO experience that breaks free from the confinements of character classes and levels. With each event, more content such as locations and missions will be added to *The Secret World* universe, creating an ever-evolving experience from one event to the next. Access to the Beta Weekends will be available through limited giveaways or by pre-ordering. Gamers that pre-order *The Secret World* will be guaranteed access to every event.

"The Beta Weekends are a fantastic opportunity for players to familiarize themselves with the game," says Funcom SVP of Sales & Marketing Morten Larssen. "With guaranteed access to every single one of these weekends, our pre-order players will have the unique opportunity to truly immerse themselves in the universe that surrounds *The Secret World* — starting six weeks before launch!"

Recently Funcom announced that over 750,000 gamers are now registered for the ongoing beta testing.

For more information about '*The Secret World*', please go to www.thesecondworld.com. Press assets for *The Secret World* are available at www.info.ea.com.

About Funcom

Funcom is an independent developer and publisher of online games for PC and consoles. Funcom has provided outstanding entertainment since 1993 and continues to expand its track-record of more than twenty released games. Recent titles include 'Age of Conan: Hyborian Adventures', 'The Longest Journey', 'Anarchy Online' and 'Dreamfall: The Longest Journey'. For corporate information please visit www.funcom.com. For information about Funcom games visit www.anarchy-online.com, www.dreamfall.com, www.thesecondworld.com or www.ageofconan.com. Funcom is listed on the Oslo Stock Exchange under the ticker FUNCOM.

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 at <http://info.ea.com>.

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