



Battlefield Heroes Hits 3 Million Registered Players

Embark on a New Battle With an All-New Map

STOCKHOLM, Dec 16, 2009 (BUSINESS WIRE) -- Electronic Arts Inc. (NASDAQ:ERTS) today announced that [Battlefield Heroes](#) (TM), the hit Play 4 Free third-person shooter, has recruited three million registered players. With endless hours of signature *Battlefield* sandbox action and a built-in matchmaking system to ensure new and old players of equal skill levels are paired together for fair play, *Battlefield Heroes* is EA's popular web-based free to download, free to play title. To further add to the game's appeal, EA today released an all-new map for the ground-breaking title that generates revenue through advertising and in-game item sales.

The new map, named "Sunset Showdown", features one central control point. Set on a sunset island, players can use a variety of vehicles to capture and control the hilltop church. Tanks will roam free on the sunny side of the island while the shady eastern side offers more protection for jeeps and infantry. All class types will be needed to both attack and defend on this teamwork focused map.

"*Battlefield Heroes* continues to grow fast with well over 50,000 new players joining us every week. Our players have already logged in over 1,300 years worth of game time and nearly 300 million kills over 150 million five-minute game rounds," said Ben Cousins, General Manager, *Battlefield Heroes* team. "The vast majority of our players play for free, but if they want to customize their character or enhance their game with weapon upgrades or 'widgets' then there is a cool item for them in our store."

Players can quickly download and easily launch the game from <http://www.battlefieldheroes.com>. Character customization and upgrade items are available for **Valor Points** (points earned by playing the game) or with **Battlefunds** (a fictional currency bought with a credit card, PayPal or other methods such as SMS) so players can change or upgrade their hero at any time.

Battlefield Heroes is offered completely for free*. With its fun cartoon-style graphics, customized matchmaking and non-stop action, the game caters to players of all skill levels.

Battlefield Heroes is rated "T" by the ESRB and "16+" by PEGI. For more information on the game, please visit www.battlefieldheroes.com or www.ea.com. Or follow us on Twitter at <http://twitter.com/bfheroes>.

*Internet connection required.

About Electronic Arts

Electronic Arts Inc. (EA), headquartered in Redwood City, California, is a leading global interactive entertainment software company. Founded in 1982, the Company develops, publishes, and distributes interactive software worldwide for video game systems, personal computers, wireless devices and the Internet. Electronic Arts markets its products under four brand names: EATM, EA SPORTSTM, EA MobileTM and POGOTM. In fiscal 2009, EA posted GAAP net revenue of \$4.2 billion and had 31 titles that sold more than one million copies. EA's homepage and online game site is 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>.

EA, EA SPORTS, EA Mobile and POGO are trademarks or registered trademarks of Electronic Arts Inc. in the U.S. and/or other countries. *Battlefield Heroes* is a trademark or registered trademark of EA Digital Illusions CE AB. All other trademarks are the property of their respective owners.

SOURCE: Electronic Arts Inc.

Electronic Arts Inc.

Jino Talens, 650-628-8911

Publicist

jtalens@ea.com

Kelly Ekins, 514-664-8143

Senior Publicist

kekins@ea.com

Peter Nguyen, 650-628-3607

PR Director

pnguyen@ea.com

Copyright Business Wire 2009