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## DICE Goes Above and Beyond the Call With Battlefield 3 Premium Edition to Deliver More Than \$100 Worth of Content for \$59.99

*Award-Winning Battlefield 3 and Battlefield 3 Premium Membership Including Access to Five Digital Expansions*

REDWOOD CITY, Calif.--(BUSINESS WIRE)-- It's not too late to join the battle as today DICE, an Electronic Arts Inc. (NASDAQ:EA) studio, released **Battlefield 3™ Premium Edition** delivering the ultimate *Battlefield experience*, the *Battlefield 3 Premium Edition* combines the award-winning *Battlefield 3* game, *Battlefield 3 Premium* membership including all five themed digital expansion packs, and a custom-designed *Multiplayer Head-Start Kit* to help new recruits. Featuring more than \$100 worth of content for the incredible price of \$59.99, the *Battlefield 3 Premium Edition* is the perfect opportunity for gamers looking to get the most out of a shooter experience this holiday.

The *Battlefield 3 Premium Edition* includes:

- ***Battlefield 3***: Among the fastest selling titles in EA's history, *Battlefield 3* has sold 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 140 awards globally.
- ***Battlefield 3 Premium membership***: *Battlefield 3 Premium* is an innovative offering that includes immediate access to three digital expansion packs including *Battlefield 3: Back to Karkand*, *Battlefield 3: Close Quarters* and *Battlefield 3: Armored Kill*, as well as two week early access to the two remaining *Battlefield 3* digital expansion packs including *Battlefield 3: Aftermath* coming in December and *Battlefield 3: End Game* coming in March 2013. These themed digital expansion packs introduce a massive amount of content including 20 new maps and weapons, four new game modes and more. Players will also receive new soldier and weapon camos, deeper personalization options, and advanced features making for the ultimate *Battlefield 3* experience.
- ***Battlefield 3 Multiplayer Head-Start Kit***: This kit automatically unlocks 15 different weapons, gadgets and vehicle upgrades so new players can immediately jump into the fight.

Starting today, all *Battlefield 3 Premium* members will be able to download the latest digital expansion pack, *Battlefield 3: Armored Kill*. Showcasing the signature all-out vehicular warfare the *Battlefield* series is known for, *Battlefield 3: Armored Kill* delivers six new vehicles for players to control. Gamers will jump in the seat of tanks, ATV's, mobile artillery and an aerial gunship that lets gamers rain death from above as they traverse across four huge maps ranging from the snow-capped peaks of Alborz Mountains to the arid vistas of Bandar Desert — the largest multiplayer map in *Battlefield* history. Also making its debut in *Battlefield 3: Armored Kill* is Tank Superiority, a dangerously intense gameplay mode where two opposing tank platoons must battle it out for control of a single location on the map until one team has fully bled their opponent's respawn tickets dry.

*Battlefield 3 Premium Edition* is available in North America today and in Europe on September 13 for the Xbox 360® videogame and entertainment system, PlayStation®3 computer entertainment system and PC. All *Battlefield 3* digital expansion packs will be available individually for \$14.99 on the PlayStation Network and on PC at [Origin.com](http://Origin.com), or for 1200 MS Points on Xbox LIVE Marketplace. PlayStation 3 players will also receive an additional week of early access to all remaining digital expansion packs. For all *Battlefield* news please sign up for the official newsletter at [www.battlefield.com](http://www.battlefield.com), visit us on Facebook at <http://www.facebook.com/battlefield> or follow us on Twitter at [www.twitter.com/battlefield](http://www.twitter.com/battlefield). Press assets for *Battlefield 3* are available at <http://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 <http://info.ea.com>.

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