



DICE Raises the Bar for Online Warfare With Battlefield: Bad Company 2 Console Demo And PC Beta

Experience This Year's Best Online Multiplayer Game before it Hits Stores on March 2

STOCKHOLM, Jan 28, 2010 (BUSINESS WIRE) -- DICE, an Electronic Arts Inc. studio (NASDAQ:ERTS), today announced that first-person shooter fans will get early access to the best-in-class online war experience in *Battlefield: Bad Company(TM) 2*. Players can now download a free* console demo worldwide on Xbox LIVE(TM) Marketplace. A PC beta is also now available to players that pre-order** the game at participating retailers in North America, Europe and Asia, and through select community channels. On February 4th, the demo will be accessible on the PlayStation(R)Network in Europe and on February 11th in North America. Defined by its increasingly intense vehicular warfare, destruction, variety of weapons and huge sandbox environments, *Battlefield Bad Company 2* promises to be one of the finest online FPS games of 2010.

"After the success of the PS3 beta, we're excited to provide gamers -- especially our long-supporting, rabidly passionate PC fans -- with another opportunity to get into the game before release," says Patrick Bach, Senior Producer on *Battlefield: Bad Company 2*. "Our fans have been a huge part of the franchise's success and we can't wait for everyone to experience the amazing gameplay and unforgettable *Battlefield* moments in *Battlefield:Bad Company 2*."

The *Battlefield: Bad Company 2* console demo and PC beta will feature Port Valdez, a new vehicle focused map where up to 24 players (32 on PC) will compete against each other as either the US or Russian armies in the game's Rush multiplayer mode. Players will have access to five land and three air vehicles where the Russian side can use everything in their arsenal including Main Battle Tanks as well as the fast-moving Quad Bikes and Mobile Armored AA. The fight will also be packed with plenty of infantry combat fought alongside the waterline towards a great oil industrial landscape in the Alaskan mountains.

Battlefield: Bad Company 2 will be in stores on March 2, 2010 in North America and March 4, 2010 in Europe for the Xbox 360 (R) videogame and entertainment system, PlayStation(R)3 computer entertainment system and the PC. The Limited Edition can be pre-ordered now on all platforms at no extra cost, with participating retailers worldwide (while supplies last).

For more information on DICE, please visit www.dice.se. For more information on the *Battlefield* franchise please visit: www.battlefield.com. Or follow us on Twitter at <http://twitter.com/OfficialBFBC2>.

* Internet connection and Xbox LIVE Gold membership required. Demo will end on February 25, 2010.

** Available at participating retailers in North America, Europe and Asia. Offer and codes expires February 25, 2010.

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>.

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