



## ADDING MULTIMEDIA EA & Linkin Park Join Forces for Medal of Honor

***Exclusive Sneak Peak of Band's new single, "The Catalyst," will be featured in gameplay trailer directed by Joe Hahn***

REDWOOD CITY, Calif., Jul 27, 2010 (BUSINESS WIRE) -- Electronic Arts Inc. (NASDAQ:ERTS) today announced that the Grammy award-winning rock band Linkin Park will headline the in-game soundtrack for *Medal of Honor*(TM) with the lead song to their new album *A Thousand Suns* (releasing on September 14). The song, entitled "The Catalyst," will be featured in an exclusive trailer directed by the band's Joe Hahn. The trailer is a unique first-of-its-kind mix of live footage and intense modern military action from the *Medal of Honor* game and will be released exclusively on August 1 at [www.medalofhonor.com/linkinpark](http://www.medalofhonor.com/linkinpark), one day before the song is released to radio, iTunes(R) and other media. Check out a preview of the song today at [www.medalofhonor.com/linkinpark](http://www.medalofhonor.com/linkinpark).

"*Medal of Honor* marks the beginning of an innovative new relationship between EA and Linkin Park," said Steve Schnur, Worldwide Executive, Music and Music Marketing, EA. "I've personally known the band since 1999, and they have always been an intensely creative group who understand the power of videogames and have wanted to explore and expand the medium's possibilities. 'The Catalyst' is one of the most anticipated tracks of the year, and the combination of this new song and Joe Hahn's distinctive visual dynamic re-sets the bar in our commitment to bringing together landmark EA games with artists whose talents go far beyond music."

"This is a unique, creative association for us and a collaboration that we are excited about," said Joe Hahn, trailer director and DJ for Linkin Park. "The opportunity to help introduce 'The Catalyst' via the new *Medal of Honor* game creates a new bond between EA, our fans, and the band's overall vision for the new digital frontier. We are enormously proud of the music on *A Thousand Suns* and are excited to have created an exclusive trailer around the lead track."

Linkin Park was recently named the No. 1 selling Rock/Alt Band of the Decade by SoundScan/Billboard. Over the course of the past few years, they've amassed more than 50 million worldwide sales, a remarkable string of chart-topping hit singles, a pair of Grammy wins, and an international fan base whose members number in the millions.

For the first time in its 11-year history, *Medal of Honor* leaves the WWII theatre and enters the modern setting of war-torn Afghanistan. The game is told through the lens of a small band of fictional characters. *Medal of Honor* introduces players to the Tier 1 Operator, an elite warrior and relatively unknown instrument of the U.S. Military that operates under the National Command Authority to take on missions no one else can handle.

*Medal of Honor* launches on October 12, 2010 in North America and October 15 in Europe for the PlayStation(R)3 computer entertainment system, Xbox 360(R) videogame and entertainment system and PC. Follow the game on Twitter at: <http://www.twitter.com/medalofhonor> or become a fan on Facebook at <http://www.facebook.com/medalofhonor>.

### 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: EA SPORTS(TM), EA(TM), EA Mobile(TM) and POGO(TM). In fiscal 2010, EA posted GAAP net revenue of \$3.7 billion and had 27 titles that sold more than one million units. EA's homepage and online game site is [www.ea.com](http://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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