



EA Claims the Battlefield on October 25 with the Launch of Highly-Anticipated Battlefield 3

DICE Entices Fans with Revolutionary Frostbite 2 Engine, Signature Battlefield Gameplay Crafted by World Class Development Team and Early Access to Battlefield 3 with Multi-Platform Beta in September

LOS ANGELES--(BUSINESS WIRE)-- The fight is on! DICE, an Electronic Arts Inc. studio (NASDAQ:ERTS), today announced that **Battlefield 3™**, the next installment in the internationally acclaimed *Battlefield* series, will be available on October 25, 2011. After three years of development, the spectacular new game leaps ahead of the competition thanks to the unique power of the **Frostbite™** game engine. The technology advances the state of the art, and serves as the power center that allows *Battlefield 3* to deliver superior performance in character animation, visual rendering, audio/sound and physical destruction. *Battlefield 3* is the only FPS in the marketplace using *Frostbite 2*, and the only shooter capable of making the gameplay experience feel alive with all the sights, sounds, movements and action of real-world incursions. Fans eager to jump into battle can join the multi-platform beta in September 2011.



Battlefield 3 Box Art (Photo: Business Wire)

Battlefield 3 will be shown on the PlayStation®3 computer entertainment system and PC this week at the Electronic Entertainment Expo (E3) in Los Angeles in EA's booth located at #1601 in the South Hall.

"We are proud to finally open the curtains and reveal *Battlefield 3*. The core development team has been together since 2005. We've grown together, taken some knocks together and now, we're ready to take first person shooters to a whole new level, together," said Patrick Bach, Executive Producer. "Like so many gamers out there, we've had some pretty wild ideas about what we'd want to see in a shooter. Until now, it was all just fantasy. But with Frostbite 2, even our most far-reaching ideas are becoming a reality. This is the game we've always wanted to create."

Battlefield 3 captures the intense reality of modern warfare across the globe. DICE is working closely with highly decorated ex-SAS operator and acclaimed author, Andy McNab, to ensure the authenticity and grittiness of today's war is captured in both the single player and multiplayer campaigns. In the single player chapters being highlighted at E3, two new playable characters are introduced. Dmitri "Dima" Mayakovsky, a Russian undercover agent, must fight his way from the Paris Stock Exchange through the crowded city streets in a desperate attempt to stop PLR operatives from detonating a dirty bomb in the heart of Paris. Jonathan "Jono" Miller, a Marine Corporal from America's heartland, is deployed to the barren dustbowl of the Tehran desert to engage PLR forces. This chapter showcases a classic *Battlefield* vehicle warfare experience as players embark on a large scale tank attack to neutralize the PLR base. The popular *Battlefield* multiplayer mode 'Rush' is also back and will be playable on PC in the EA booth.

Gamers ready to enlist can pre-order the *Battlefield 3 Limited Edition* and receive the *Back to Karkand* digital expansion pack at no extra charge.* This themed multiplayer pack pays tribute to *Battlefield* fans by featuring four highly celebrated maps from *Battlefield 2* each now boldly re-mastered using *Frostbite 2*. Pre-order the *Battlefield 3 Limited Edition* now at <http://eastore.ea.com/battlefield3>. *Battlefield 3* will be available for the PlayStation®3, Xbox 360® videogame and entertainment system, and the PC.

For more information on *Battlefield 3*, please visit www.battlefield.com, and for the latest news on *Battlefield* please visit <http://www.facebook.com/battlefield> or follow us on Twitter at www.twitter.com/battlefield.

*Conditions and restrictions apply. See <http://eastore.ea.com/battlefield3> for details.

About Electronic Arts

Electronic Arts (NASDAQ:ERTS) 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 <http://info.ea.com>.

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Photos/Multimedia Gallery Available: <http://www.businesswire.com/cgi-bin/mmg.cgi?eid=6749062&lang=en>

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