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## Funcom and EA Partners Unleash *The Secret World* Worldwide on PC Today

*Enter A Modern Day, Real World, Massively Multiplayer Online Game Where Every Myth, Legend, and Conspiracy Theory Is True*

REDWOOD CITY, Calif. & DURHAM, N.C.--(BUSINESS WIRE)-- Will you enlist in the Illuminati, the Dragon or the Templars and fight for the power to rule the world? Today, award-winning independent developer and publisher of online games Funcom, and EA Partners, a division of Electronic Arts Inc., (NASDAQ: EA) have opened the doors to the modern-day massively multiplayer online (MMO) game, *The Secret World*. The game is now available on PC worldwide for \$49.99 USD.

Leading up to launch, *The Secret World* has garnered very positive attention from the gaming public and press as one of the most anticipated MMOs in development. Its real-world, modern day setting, combined with a rich and immersive story and an innovative freeform progression system, without levels or classes, has led [Massively.com](http://Massively.com) to call the *The Secret World*, "... fantastic, refreshing, and unique ..." and **MMORPG** claimed "*The Secret World* is going to take the world by storm and set new standards for excellence in gameplay ... ." The game has also been singled out as one of the most anticipated games of 2012 by outlets such as **G4TV**, **VideoGamer** and **RockPaperShotgun**.

*The Secret World* is the first MMO set in a real, modern-day world where every conspiracy theory, fable and urban legend is true. The power to rule the world is fought over by three secret societies - the Illuminati, Templars and Dragon - that pull the strings of governments, corporations and CEOs. In the game, players will travel the globe — from New York and London, to Egypt and Transylvania — as they fight the evil that has infiltrated myths and folklore for centuries; including Dracula, werewolves and even the Bogeyman himself.

"We are proud and very excited to launch *The Secret World* with Funcom," said Sinjin Bain, Vice President, EA Partners. "This is truly a unique offering in the MMO genre, and we're confident players are going to love exploring familiar locations in a real, contemporary world as they uncover the game's many secrets and wonderful story."

"Community reception for *The Secret World* has exceeded our expectations and exceeded all Funcom's previous records with over 1.5 million beta sign ups," said Trond Arne Aas, CEO of Funcom. "This launch represents years of hard work here at Funcom and we are thrilled to share this unique immersive experience with players around the world."

Creative Director and Senior Producer of Funcom, Ragnar Tørnquist, added: "*The Secret World* puts its own twist on real world stories, myths and legends and we cannot wait for players to dive in deeper and unravel the mysteries that are showcased throughout the game first-hand."

Included with the purchase of every copy of *The Secret World* is 30 days of access to the game, which players can continue to play through subscribing at \$14.99 USD per month.

For more information about *The Secret World*, please go to [www.thesecondworld.com](http://www.thesecondworld.com). Press assets for *The Secret World* are available at [www.info.ea.com](http://www.info.ea.com).

### About Funcom

Funcom is an independent developer and publisher of online games for PC and consoles. Funcom has provided outstanding entertainment since 1993 and continues to expand its track-record of more than twenty released games. Recent titles include 'Age of Conan: Hyborian Adventures', 'The Longest Journey', 'Anarchy Online' and 'Dreamfall: The Longest Journey'. For corporate information please visit [www.funcom.com](http://www.funcom.com). For information about Funcom games visit [www.anarchy-online.com](http://www.anarchy-online.com), [www.dreamfall.com](http://www.dreamfall.com), [www.thesecondworld.com](http://www.thesecondworld.com) or [www.ageofconan.com](http://www.ageofconan.com). Funcom is listed on the Oslo Stock Exchange under the ticker FUNCOM.

### 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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