



EA Rolls Out Three Themed Expansion Packs for Multi-Platinum Battlefield 3

As Fans Continue to Devour the First Expansion Pack, Battlefield 3: Back to Karkand, DICE Announces Three New Packs that Expand the Smash Hit with New Modes, Maps and Weapons

REDWOOD CITY, Calif.--(BUSINESS WIRE)-- The *Battlefield 3*™ Army is over 12 Million strong and growing every day as *Battlefield 3*™ and its first expansion, *Battlefield 3: Back to Karkand* continues to recruit gamers around the world with its dynamic sandbox gameplay and state-of-the-art technology. Today, DICE, an Electronic Arts Inc. (NASDAQ: EA) studio, demonstrates its ongoing commitment to fans by unveiling three new themed digital expansion packs* that will enhance the superior *Battlefield* experience with fresh and innovative gameplay, new modes, unique environments and more ways to wage all-out-war on the battlefield. Powered by the *Frostbite*™ engine, the next expansion packs are: ***Battlefield 3: Close Quarters*** in June, ***Battlefield 3: Armored Kill*** in the fall, and ***Battlefield 3: End Game*** in the winter.

- ***Battlefield 3: Close Quarters*** — In *Battlefield 3: Close Quarters*, players are dropped into a frantic, infantry-only theatre of war. *Frostbite 2* high definition destruction makes the environment come alive as everything from furniture to plaster gets shot to pieces. Players will feel the intensity of the world exploding around them as rubble and broken pieces pile up on the floor, while tight level design and vertical gameplay create a highly competitive environment. *Battlefield 3: Close Quarters* also introduces new weapons, assignments and unique dog tags to bring back to the base game.
- ***Battlefield 3: Armored Kill*** — Following the tight infantry gameplay of *Battlefield 3: Close Quarters*, DICE will release *Battlefield 3: Armored Kill* that ups the ante for vehicular mayhem as only *Battlefield* can do. Featuring new driveable tanks, ATVs, mobile artillery and more, *Battlefield 3: Armored Kill* also delivers huge battlefields for an all-out vehicle assault, including the biggest map in *Battlefield* history.
- ***Battlefield 3: End Game*** — The fourth expansion pack will ship in the winter but details remain tightly guarded.
- ***Battlefield 3: Back to Karkand*** — *Battlefield 3: Back to Karkand* is available now for download for \$14.99 or 1200 Microsoft points and features four of the most beloved *Battlefield 2*™ maps (Strike at Karkand, Gulf of Oman, Wake Island and Sharqi Peninsula), all fully re-imagined utilizing the power of the Frostbite 2 engine.

Patrick Bach, Executive Producer, *Battlefield 3* said, "Instead of delivering piecemeal map packs, we're giving players a completely new experience with every themed expansion pack to keep the action fresh. Our expansions are designed to excite our large and active fan base while attracting new recruits with gameplay that is dynamic and unpredictable every time."

Battlefield 3 is supported by a robust, and completely free social platform called ***Battlelog*** that invites players to compete, communicate and play with friends. Gamers track personal stats, compare against other players and join a platoon in an effort to dominate the battlefield. To add to the competitive fervor, a fully integrated rent-a-server program for console players will be available for gamers to play online with friends the way they want to play in either private, public, ranked or unranked matches. For more information about these enhancements and future plans for *Battlelog*, please visit www.battlefield.com.

Since its launch on Oct. 25, *Battlefield 3* has quickly become the fastest selling title in EA's 20+ year history selling more than 12 Million 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 120 awards including IGN.com's "Best Multiplayer Game of 2011."

Battlefield 3 is available now in North America and Europe for the Xbox 360® videogame and entertainment system, PlayStation®3 computer entertainment and PC.

For the latest news on *Battlefield* please visit <http://www.facebook.com/battlefield>, follow us on Twitter® at www.twitter.com/battlefield or sign up for the official *Battlefield* newsletter at www.battlefield.com. Press assets for *Battlefield 3* are available at www.info.ea.com.

* Content and release dates subject to change. Expansion pack prices to be announced when released.

About Electronic Arts

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

The Sims and Need for Speed are trademarks of Electronic Arts Inc. Battlefield, Battlefield 2, Battlefield 3 and Frostbite are trademarks of EA Digital Illusions CE AB. John Madden, NFL, and FIFA are the property of their respective owners and used under license. PlayStation is a registered trademark of Sony Computer Entertainment Inc. Xbox and Xbox 360 are trademarks of the Microsoft group of companies. Twitter is a registered trademark of Twitter, Inc. Facebook is a registered trademark of Facebook, Inc. All other trademarks are the property of their respective owners.

EA Games Label
Devin Bennett, 718-687-8615
PR Manager
devinb@ea.com

or
EA Games Label
Kelly Ekins, 514-664-8143
Senior PR Manager
kekins@ea.com

or
EA Games Label
Peter Nguyen, 650-628-3607
PR Director
pnguyen@ea.com

or
EA Games Label
Tammy Levine, 650-628-7223
VP of PR
tlevine@ea.com

Source: Electronic Arts

News Provided by Acquire Media