



EA and Funcom Invite Players to Enter The Secret World in April 2012

Get Ready to Join the Secret War, Beta Registration Opens on August 26th

REDWOOD CITY, Calif.--(BUSINESS WIRE)-- World-leading independent game developer Funcom and EA Partners, a division of Electronic Arts Inc. (NASDAQ:ERTS), today announced that the highly anticipated modern-day, Massively Multiplayer Online Game (MMO), *The Secret World*™ will release for the PC in April 2012. Starting August 26th, gamers can register to join upcoming betas, through a unique interactive social media campaign that will be made available on www.thesectionworld.com.

Imagine a world where secret societies pull the strings of kings and presidents, where vampires are more than just a Hollywood fantasy, and where all the myths, legends and conspiracies are true. *The Secret World* is an MMO that breaks free from the confinements of character classes and levels and allows players to explore real-world locations with an engrossing storyline. Funcom will not only challenge but *redefine* long-established MMO standards.

"It has never been more rewarding working on *The Secret World* than it is now," says Senior Producer and Creative Director Ragnar Tørnquist. "The progress we are making in development allows the whole team to really enjoy just playing the game for hours on end. We are all looking forward to bringing in players through upcoming betas, and their feedback will be crucial to the further development of the game as we progress toward the April 2012 launch."

For more information, visit the official website at www.thesectionworld.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. For information about Funcom games visit www.anarchy-online.com, www.dreamfall.com, www.thesectionworld.com or www.ageofconan.com. Funcom is listed on the Oslo Stock Exchange under the ticker FUNCOM.

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 at <http://info.ea.com>.

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