



## Battlefield 3 Sells 5 Million Units in First Week

### *The Fastest-Selling Game in EA History Propelled by Great Reception from Critics and Player Word-of-Mouth*

REDWOOD CITY, Calif.--(BUSINESS WIRE)-- Electronic Arts Inc. (NASDAQ: ERTS) today announced that based on internal estimates, *Battlefield 3™* was sold through five million units in the first week globally, making it the fastest-selling game in EA's history. The outstanding retail performance is driven by critic's reviews averaging above 85 on console and above 90 on PC.\* Word-of-mouth from gamers is also driving sales — *Battlefield 3* now has more than 2.5 Million "likes" on Facebook®. Following the tradition of all games in this storied franchise; *Battlefield 3* includes a superior multi-player experience. Consumers have logged-on in unprecedented numbers to team up and join the battle. Server stability was solid in the first weekend, delivering EA's highest-ever usage rates. While some players experienced intermittent disruption of online services due to high volume, internal estimates show that servers and service uptime stabilized to roughly 98.9% throughout the weekend, ensuring that players were connected and enjoying the game. With a commitment to support the game as a software service, EA is listening to consumer feedback and is making daily updates and improvements to ensure an optimal online experience for all.

*Battlefield 3* continues to set new EA records this weekend\*\*:

- 2.5 Million Facebook "likes" with hundreds of thousands of fans actively engaged
- Over 200K followers on Twitter®
- *Battlefield 3* fans executed 73M savior kills, 48M revives and destroyed 67M vehicles

"From Tokyo to Los Angeles, Sydney to London, millions of fans have been playing all weekend long -- we are overwhelmed by the global response to *Battlefield 3*," said Patrick Soderlund, Executive Vice President of the EA Games Label. "It is extremely gratifying to deliver an entertainment experience that delights our fans, and to have the opportunity to introduce new people to the franchise. Already, we are seeing unprecedented play times and online activity which is very rewarding. This launch solidifies *Battlefield* as a leading entertainment brand."

*Battlefield 3* employs the state-of-the-art *Frostbite™* game engine that creates a massive sense of scale, completely destructible environments and enables players to pilot a range of vehicles from jets and tanks to choppers and jeeps. With the addition of Battlelog, the *Battlefield* social network service, fans can stay connected as they rise to the challenge to become one of the world's best soldiers. To accompany the game, Orion Publishing released a novel called *Battlefield 3: The Russian* written by the highly decorated ex-SAS operator and best-selling author of *Bravo Two Zero*, Andy McNab, with co-author Peter Grimdsdale. McNab worked with the creative team at DICE to ensure the authenticity of today's warfare is experienced in the single player, co-op and multiplayer campaigns.

The *Battlefield* franchise began in 2002 and has risen to international acclaim over the last decade. Developed by DICE in Stockholm, Sweden, the series has sold 50M units life-to-date. Since the launch of the first title, *Battlefield 1 9 4 2™* DICE has released 17 games and expansion packs in the *Battlefield* franchise; all with the series' signature open sandbox gameplay, vast array of military vehicles and an emphasis on social multiplayer with friends. With the release of *Battlefield 3*, DICE takes the franchise — and the shooter category — to new heights with the introduction of the advanced *Frostbite 2* game engine technology and the Battlelog social network.

*Battlefield 3* is available now in North America and Europe for the Xbox 360® videogame and entertainment system, PlayStation®3 computer entertainment system and PC. *Battlefield 3* is rated "M" for Mature by the ESRB. Fans of the game and DICE can purchase merchandise online at the all-new DICE store at [www.store.dice.se](http://www.store.dice.se). For more information on *Battlefield 3*, please visit [www.battlefield.com](http://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](http://www.twitter.com/battlefield).

\* According to Metacritic as of October 31, 2011.

\*\* As of October 30, 2011.

**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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