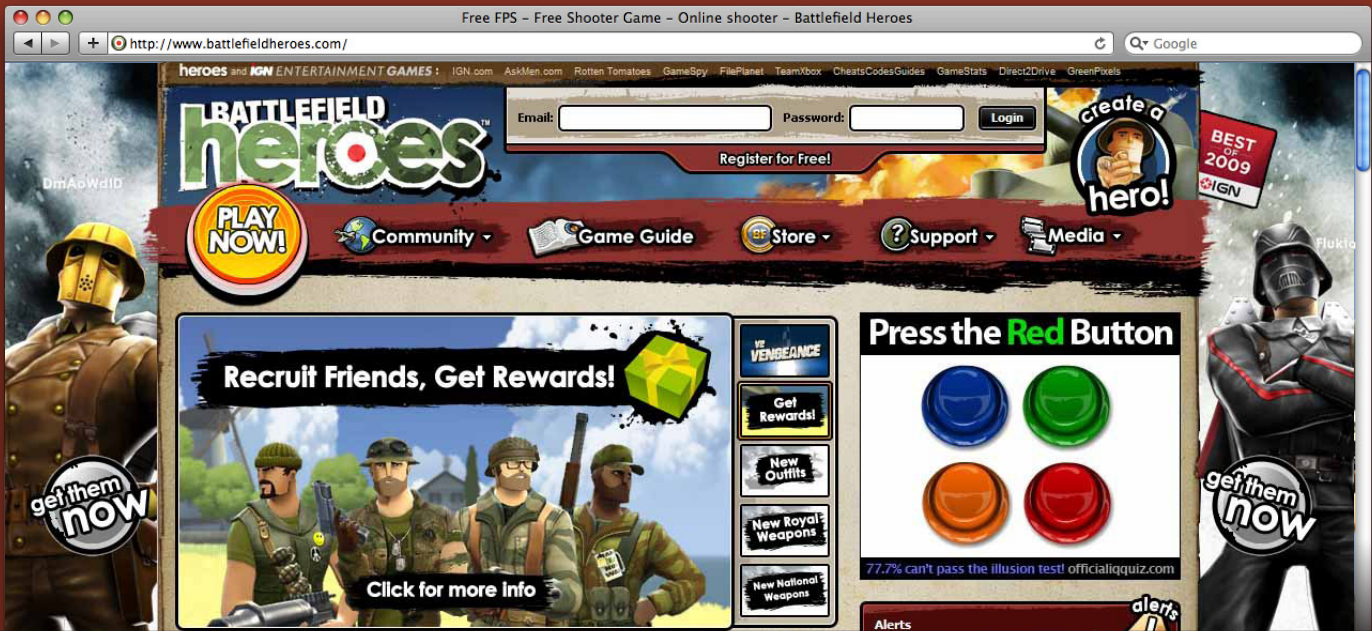


BATTLEFIELDHEROES.COM

Monthly Unique Reach
356,000

> Monthly Page Views
11,000,000



BATTLEFIELD HEROES

Exclusively from IGN, EA's first free-to-play game. With players looking to power up with various abilities and objects, Battlefield Heroes offers brands unique in-game integration opportunities.

Branding opportunities for advertisers:

- > Custom branded clothing and accessories—allows users to personalize their hero with your branded item. Branding options include shirts, helmets, hats, trousers, uniforms among many others
- > Hero character's abilities can be customized with your brand as well. Broad range of opportunities include abilities such as 6th sense, stealth and hero shield, to name a few.

For more information on how to engage your brand with EA's Battlefield Heroes, contact your IGN Sales Executive.

DEMOGRAPHICS

- > Male composition
62.8%
- > Average age in years
28.1
- > Average household income
\$66,460



<http://corp.ign.com>
Part of IGN Entertainment
A Division of Newscorp

comScore Media Metrix, March 2010