



EA Unveils The Lord of the Rings, The White Council; Next Generation Lord of the Rings Game Introduces First Epic Open World Adventure

REDWOOD CITY, Calif.--(BUSINESS WIRE)--July 13, 2006--Electronic Arts (NASDAQ:ERTS) announced today the development of The Lord of the Rings™, The White Council™, an all-new role playing game (RPG) for the Xbox 360™ video game and entertainment system, PlayStation®3 computer entertainment system, and PC. The game, inspired by the New Line Cinema feature film trilogy that grossed more than \$3 billion, will feature an original storyline derived from J.R.R. Tolkien's The Lord of the Rings novels under an agreement with EA. The game is scheduled to ship in late 2007.

"Our extremely talented and dedicated team is committed to creating an incredible new experience for fans of The Lord of the Rings and role playing gamers," said Steve Gray, executive producer, The Lord of the Rings, The White Council. "With its next generation gameplay and epic new storyline, we think The Lord of the Rings, The White Council will be a huge success."

Players have the freedom to explore the open world of Tolkien's Middle-earth™ in The Lord of the Rings, The White Council. Players can choose their role as a man, an elf, a dwarf, or a hobbit. Each role's destiny is to become a hero allied with the White Council, whose members include the famed characters Gandalf, Saruman, Galadriel, and Elrond.

A combination of stunning graphics and expansive environments, along with the freedom of movement demonstrates the innovation and quality of the next-generation RPG, where players can create their own adventures.

The Lord of the Rings, The White Council has not yet been rated by the ESRB. For more information about the game, please visit: www.whitecouncil.ea.com. For information about all of EA's games, please visit EA's press site at www.info.ea.com.

About Electronic Arts

Electronic Arts Inc. (EA), headquartered in Redwood City, California, is the world's leading interactive entertainment software company. Founded in 1982, the company develops, publishes, and distributes interactive software worldwide for videogame systems, personal computers and the Internet. Electronic Arts markets its products under four brand names: EA SPORTS™, EA™, EA SPORTS BIG™ and POGO™. In fiscal 2006, EA posted revenue of \$2.95 billion and had 27 titles that sold more than one million copies. EA's homepage and online game site is www.ea.com. More information about EA's products and full text of press releases can be found on the Internet at <http://info.ea.com>.

About Tolkien Enterprises

The Saul Zaentz Company d/b/a Tolkien Enterprises is the holder of worldwide motion picture, legitimate stage, merchandising, and other rights in J.R.R. Tolkien's literary works The Lord of the Rings and The Hobbit. Tolkien Enterprises has been producing and licensing films, stage productions and merchandise based on Tolkien's works for almost 30 years. Its headquarters are in Berkeley, California, and its website may be found at www.tolkien-ent.com.

About New Line Cinema Corporation

Founded almost 40 years ago, New Line Cinema is the most successful independent film company in the world. Its mission is to produce innovative, popular and profitable entertainment in the best creative environment. In addition to the production, marketing and distribution of theatrical motion pictures, the fully-integrated studio has divisions devoted to home entertainment, television, music, theater, merchandising and an international unit. In 2005, New Line partnered with HBO to form Picturehouse, a new theatrical distribution company to release independent films. A pioneer in franchise filmmaking, New Line's Oscar-winning The Lord of the Rings trilogy is one of the most successful film franchises in history. New Line is a division of Time Warner, Inc. (TWX).

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