



EA Announces Command & Conquer 3 Tiberium Wars for the Xbox 360

EA Los Angeles Brings the Top Selling(1) Real-Time Strategy Series to the Next Generation

REDWOOD CITY, Calif.--(BUSINESS WIRE)--Nov. 16, 2006--Electronic Arts Inc., (NASDAQ:ERTS) today announced that Command & Conquer 3 Tiberium Wars™ (C&C 3) is in development for the Xbox 360™ videogame and entertainment system. C&C 3 boasts an intuitive console-specific control scheme, fast-action strategy gameplay, deep single player campaign, and an immersive multiplayer experience featuring massive battles where you take control of large armies on the battlefield of the future.

"The Command & Conquer series finally makes its return to the console after seven years," said Mike Verdu, Executive Producer at EALA. "C&C 3 will help expand the RTS genre on the Xbox 360, building off of the foundation laid by the development of The Lord of the Rings, The Battle for Middle-earth II. EA is evolving the console controls so that strategy gaming plays and feels native to the platform."

"C&C 3 is a perfect fit for the Xbox 360," said Mike Glosecki, Senior Producer at EALA. "Xbox 360 players will enjoy the action-packed online play and watching the epic Sci-Fi story of the game unfold as they play through the single player campaign."

The year is 2047 and the stakes could not be higher. Tiberium -- a self-replicating alien substance that has infected the Earth -- is spreading like a radioactive ice age. The Global Defense Initiative, a high-tech alliance of the world's most advanced nations, is fighting to contain Tiberium, but Kane, the megalomaniacal leader of The Brotherhood of Nod has other plans for Earth. Kane's secret society turned superpower is bent on using Tiberium to take control and transform humanity into his twisted vision of the future. All-out war rages over Tiberium and the fate of the planet rests in the balance.

The epic story of C&C 3, set in the Tiberium Universe, is seamlessly tied together with live action, high-definition video sequences featuring top Hollywood talent including Tricia Helfer, Josh Holloway, Michael Ironside, Billy Dee Williams, Grace Park, and more!

C&C 3 will be one of the most robust titles on Xbox LIVE™(2), with a steady stream of downloadable content on Marketplace. The first dashboard theme featuring amazing concept art from the development team will be available soon.

From the team at EALA who brought you the critically-acclaimed The Lord of the Rings™, The Battle for Middle-earth™ II for the Xbox 360, C&C 3 will ship worldwide in 2007 for the Xbox 360 and Windows PC. This product is not yet rated by the ESRB, PEGI or USK. For more information, please visit www.CommandAndConquer.EA.com.

(1)According to the NPD Group.

(2)Online play requires Internet Connection. Xbox Live online play also requires subscription to the Xbox Live service.

About Command & Conquer

The Command & Conquer franchise celebrated its 11th anniversary in August 2006. The groundbreaking franchise was one of the first to introduce players to the modern RTS genre, has spawned over a dozen PC titles, and ranks in the top 5 best-selling PC franchises of all-time according to the NPD Group. Additionally, Command & Conquer Red Alert™ 2 and Command & Conquer Generals were the number one best-selling(1) PC RTS titles in 2000 and 2003 respectively. Collectively, the series has sold over 25 million units worldwide to date. The franchise boasts one of the largest and most active fan communities in the world. For more information on Command & Conquer series, please visit www.CommandAndConquer.EA.com.

(1) According to NPD Group
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>.

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CONTACT: EA Los Angeles
Brooke Cahalane, 310-754-7312
Senior Publicist
bcahalane@ea.com
or
EA Redwood Shores
Robin Chandler, 650-628-3610
Sr. Director, Product Publicity
rhandler@ea.com

SOURCE: Electronic Arts Inc.