



EA Ships Command & Conquer 3 Tiberium Wars for the PC

Genre-defining Series Is Back and the Third Tiberium War Begins!

LOS ANGELES--(BUSINESS WIRE)--March 26, 2007--Electronic Arts (NASDAQ:ERTS) today announced that the highly-anticipated Command & Conquer 3 Tiberium Wars™ for the PC shipped to stores Nationwide today and will be available in stores worldwide on March 28, 2007.

"Command & Conquer is back!" said Mike Verdu, VP and Executive Producer at EALA. "We've taken the mix of explosive action, deep strategy, and rich storytelling that sparked a genre to the next level. Even better, the series is returning to its roots in the Tiberium universe. Players can take command of the futuristic armies of the Global Defense Initiative, fight for Kane and the Brotherhood of Nod, or control the alien hordes of our new third faction, the Scrin. I can't wait for people to get their hands on this game."

Fast and fluid gameplay, a breakthrough single player campaign, the ability to transform online battles into a spectator sport, next-generation graphics, and an epic story with full-motion video sequences featuring top Hollywood talent, mark the return of the critically-acclaimed Command & Conquer™ series.

Command & Conquer 3 Tiberium Wars features major Hollywood actors for its high-definition, live action video sequences from critically-acclaimed television series such as "LOST," "Battlestar Galactica," and "House," blockbuster films such as Star Wars The Empire Strikes Back and The Return of the Jedi (1980, 1983), Top Gun (1986), and Starship Troopers (1997). The unparalleled, diverse cast includes Tricia Helfer, Josh Holloway, Michael Ironside, Jennifer Morrison, Billy Dee Williams, and Grace Park.

"When I realized that I wasn't going to be a computer-generated character, but playing a live action role in the C&C 3 game, I was really looking forward to see what was in store," said Tricia Helfer, famous for her role in the Scifi television series "Battlestar Galactica." "I can honestly say that it was one of the most fun projects I've worked on."

The actor who originated the main role of the maniacal leader of the Brotherhood of Nod in the Command & Conquer series, Joe Kucan, reprises his role as Kane in the game. Command & Conquer 3 Tiberium Wars also features real-life news reporters assuming the roles they know best--anchors and field reporters bringing the world the latest news on the third Tiberium War. These reporters pull from their everyday work to update the world on the devastating war and environmental catastrophes in the game's story.

Command & Conquer 3 Tiberium Wars is rated "T" (Teen) by the ESRB and has a US MSRP of \$49.99. A special, numbered collector's edition shipped to stores nationwide today and has a US MSRP of \$59.99. Command & Conquer 3 Tiberium Wars™: Kane Edition is a definitive collectible for any Command & Conquer or Real-time Strategy fan and will feature an enormous amount of exclusive content including a bonus DVD with a behind the scenes documentary, deleted scenes, a blooper reel, a series of gameplay strategy videos, and more.

Command & Conquer 3 Tiberium Wars is rated 16+ by PEGI and the USK. The Command & Conquer 3 Tiberium Wars: Kane Edition is rated PG by the BBFC and 18+ by the USK.

Command & Conquer 3 Tiberium Wars will also be available in the coming months for the Xbox 360™ video game and entertainment system. For more information about Command & Conquer 3 Tiberium Wars or the Command & Conquer series, please visit the official site at www.CommandAndConquer.com. Assets can be found at www.info.ea.com.

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 recent demo release for Command & Conquer 3 Tiberium Wars reached an amazing 1 million downloads in its first week. 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, cellular handsets 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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