

EA Announces The Lord of the Rings, The Battle for Middle-earth Anthology for the PC

The Complete Battle for Middle-earth PC Collection Shipping March 20, 2007

REDWOOD CITY, Calif.--(BUSINESS WIRE)--March 7, 2007--Electronic Arts (NASDAQ:ERTS) announced today that the complete collection of Middle-earth PC Real-Time Strategy (RTS) games will be available with The Lord of the Rings™, The Battle for Middle-earth™ Anthology(1).

For the first time The Lord of the Rings, The Battle for Middle-earth Anthology offers fans the chance to bring together all the epic The Lord of the Rings™ battles with The Lord of the Rings, The Battle for Middle-earth™, The Lord of the Rings, The Battle for Middle-earth II™ Collector's Edition and The Lord of the Rings, The Battle for Middle-earth II, The Rise of the Witch-King™ within a single compilation, and all for an MSRP of $39.99.

The Lord of the Rings, The Battle for Middle-earth puts players in command of good or evil heroes and armies of Middle-earth in epic battles from The Lord of the Rings film trilogy. In The Lord of the Rings, The Battle for Middle-earth II Collector's Edition players wage war in the North and experience heroes and creatures that have never been seen in The Lord of the Rings films. The Lord of the Rings, The Battle for Middle-earth Anthology is the exclusive place to purchase The Lord of the Rings, The Battle for Middle-earth II Collector's Edition, which grants players access to limited release features including 'behind the scenes' details of creating a blockbuster Lord of the Rings PC game, multiple exclusive maps, as well as an exclusive fire-breathing Dragon unit. On the battlefield, this impressive unit can only be controlled by players who purchase the Collector's Edition. The Lord of the Rings, The Battle for Middle-earth II, The Rise of the Witch-King, allows players to explore the evil side of Middle-earth through the Witch-King's rise to power. In this expansion pack, gamers experience a whole new depth of strategy and upgraded War of the Ring and Create-A-Hero features, allowing more freedom in customizing game play.

Developed at EA's Los Angeles studio, The Lord of the Rings, The Battle for Middle-earth II Anthology for the PC is rated "T" for Teen by the ESRB and is shipping March 20, 2007. The official videogame website can be found at www.lotr.ea.com. For game assets or information about any of EA's games, please visit EA's press site at www.info.ea.com.

(1)Online play requires Internet Connection.

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 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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CONTACT: Electronic Arts
Abby Topolsky, PR Publicist, 310-754-7005
atopolsky@ea.com
Palmira Farrow, PR Coordinator, 310-754-7189
pfarrow@ea.com

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