



EA's Command & Conquer 3 Tiberium Wars in Stores Today

Critically-acclaimed PC Real-time Strategy Franchise Hits Xbox 360

LOS ANGELES--(BUSINESS WIRE)--May 10, 2007--Get ready to command massive armies and conquer your enemies in HD! Electronic Arts Inc. (NASDAQ:ERTS) today announced that Command & Conquer 3 Tiberium Wars™ for the Xbox 360™ videogame and entertainment system is available in stores worldwide today.

From the team at EA Los Angeles who brought you the award-winning The Lord of the Rings™, The Battle for Middle-earth™ II for the Xbox 360, Command & Conquer 3 Tiberium Wars boasts an intuitive console-specific control scheme, explosive action, deep single player campaign with rich storytelling, and an immersive multiplayer experience featuring exclusive modes and support for the Xbox LIVE(1) Vision camera.

The Command & Conquer 3 Tiberium Wars Xbox 360 demo shattered the EA record last month for the most downloaded demo in its first week and was one of the most played demos on Xbox LIVE according to Microsoft. The demo features two single player missions, a training mission, one multiplayer map, and one live action trailer.

"The team is truly excited to see the response from the recent demo release and can't wait for gamers to get their hands on the entire Command & Conquer 3 Tiberium Wars game," said Mike Glosecki, Senior Producer at EALA. "Whether you are a Command & Conquer fan, an avid RTS or Xbox 360 gamer, or someone who enjoys a great Sci-Fi universe with a deep story, you will enjoy the fast-action gameplay and watching the epic story in the game unfold."

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.

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.

Command & Conquer 3 Tiberium Wars for the Xbox 360 and Windows PC is rated "T" (Teen) by the ESRB and 16+ by PEGI and the USK. The Xbox 360 game has a US MSRP of \$59.99 and US MSRP of \$49.99 for the Windows PC version available now in stores worldwide. 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.

(1)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 Real-time Strategy (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. Command & Conquer 3 Tiberium Wars for the PC was the #1 best-selling PC game in North America(1) and Europe(2) in March. Additionally, Command & Conquer Red Alert™ 2 and Command & Conquer™ Generals were the #1 best-selling(3) PC RTS titles in 2000 and 2003 respectively. The Command & Conquer franchise has been successfully adapted to a variety of fictional universes including the Tiberium, Red Alert, and Generals universes. 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 the Command & Conquer series, please visit www.CommandAndConquer.EA.com.

(1)According to NPD Group sales for March 2007

(2)EA estimates

(3)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 2007, EA posted revenue of \$3.09 billion and had 24 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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