



EA Announces Command & Conquer 3: Kane's Wrath

New Expansion Pack Revealed for Award-winning Title

LOS ANGELES--(BUSINESS WIRE)--Aug. 15, 2007--In the name of Kane! Electronic Arts Inc. (NASDAQ: ERTS) today announced that the Command & Conquer™ series continues to thrive with Command & Conquer™ 3: Kane's Wrath. As the expansion pack to the critically-acclaimed and fan favorite, Command & Conquer 3 Tiberium Wars™, this Real-time Strategy (RTS) game returns to the Tiberium universe with Kane at the center of an epic new single player campaign.

"The reaction to Command & Conquer 3 Tiberium Wars has been tremendous. Fans and critics alike appreciated the combination of fast, fluid, and fun RTS game play with a deep story and the classic full-motion video sequences that are a hallmark of the Command & Conquer series," said Mike Verdu, VP and Executive Producer at EA Los Angeles (EALA). "I'm excited that we're able to go back to the Tiberium universe with Command & Conquer 3: Kane's Wrath. This expansion has an impressive new single player campaign, a new global strategic layer that adds depth to the familiar Command & Conquer style gameplay, and several fun, all-new toys that range from versatile combat soldiers to giant armored walkers."

The single player campaign will allow players to experience a new story that spans 20 years - from the rebirth of the Brotherhood of Nod after the Second Tiberium War through the dramatic events of the Third Tiberium War and beyond. The story is told through a new set of high-definition live action video sequences starring a celebrity cast. Joe Kucan, the original actor who portrayed the character Kane in Command & Conquer games over the last decade, will reprise his role as the megalomaniacal leader of the Brotherhood of Nod. Other details of the cast have yet to be announced.

Command & Conquer 3: Kane's Wrath also features a new strategic layer to gameplay that allows players to establish bases, build customized armies, and attack their enemies on a global scale -- and then dive into the frenzied tactical combat where their skills as a commander will make the difference in battle. The game introduces six new sub-factions and a wealth of new units, structures, and powers to the armies of the Global Defense Initiative, the Brotherhood of Nod, and the enigmatic alien Scrin.

The Xbox 360™ version of Command & Conquer 3: Kane's Wrath will debut a revolutionary new radial interface designed specifically for console gamers. Taking RTS controls to a whole new level, players will utilize the command stick to build, deploy, and attack.

Developed at EALA, Command & Conquer 3: Kane's Wrath will ship in Spring 2008 for Windows PC and Xbox 360 video game and entertainment system. This product is not yet rated by the ESRB. For more information about Command & Conquer 3: Kane's Wrath or the Command & Conquer series, please visit www.CommandAndConquer.EA.com.

About Command & Conquer 3 Tiberium Wars

Command & Conquer™, the groundbreaking series that put the Real-time Strategy (RTS) genre on the map, returned in full force in 2007 with Command & Conquer 3 Tiberium Wars™. The next chapter took the popular series back to its roots in the Tiberium Universe and featured the fast, fluid gameplay that Command & Conquer is known for and a gripping story that was told through live action video sequences featuring major Hollywood talent. Command & Conquer 3 Tiberium Wars is available for the Xbox 360™ video game and entertainment system and PC and are rated "T" (Teen) by the ESRB and 16+ by PEGI and the USK. For more information about Command & Conquer 3 Tiberium Wars or the Command & Conquer series, please visit the official site at www.CommandAndConquer.com.

About Command & Conquer

The Command & Conquer franchise celebrates its 12th anniversary this month. 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* PC RTS titles in 2000 and 2003 respectively. Collectively, the series has sold over 25 million units worldwide to date. The 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.

* 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 video game 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 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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SOURCE: Electronic Arts Inc.