



EA Announces BattleCast PrimeTime Web Show and New Online Command & Conquer Internet Channel

Critically-Acclaimed Command & Conquer Franchise Caters to Fans with Dedicated Programming

LOS ANGELES--(BUSINESS WIRE)--Aug. 10, 2007--Electronic Arts Inc. (NASDAQ:ERTS) today announced the next evolution in the Command & Conquer™ universe - the launch of a new, dedicated online programming channel for Command & Conquer fans. The flagship show, BattleCast™ PrimeTime, is a unique program that offers a sportscast look and feel for featured fan multiplayer matches, including expert commentary. The new channel and its original programming are being developed at EA Los Angeles, home to the genre-defining Command & Conquer series. Dedicated solely to Command & Conquer, BattleCast PrimeTime will debut on Tuesday, August 14 on the official Command & Conquer website <http://www.commandandconquer.com/>.

BattleCast PrimeTime is the ultimate forum for Command & Conquer 3 Tiberium Wars™ players. Here, advanced players can show off their skills to the world, while newcomers can observe, study, and learn from the best players. Matches will be broken down and analyzed by the people who designed the game. Led by a host and co-host, the show will feature numerous segments including:

- Epic multiplayer match highlights and detailed profiles of each of the fans playing in the featured matches
- Exclusive interviews with Command & Conquer development team members
- News updates surrounding key community events
- Celebrity guest appearances including Joe Kucan, the actor who originated the role of the infamous Kane in the Command & Conquer series

BattleCast PrimeTime will premiere on Tuesday, August 14 on the official Command & Conquer website (<http://www.commandandconquer.com/>). Additional programming will be announced at a later date. Program stills and other images can be found at www.info.ea.com.

About Command & Conquer 3 Tiberium Wars

Command & Conquer™, the groundbreaking series that put the Real-time Strategy (RTS) genre on the map, returns in full force in 2007 with Command & Conquer 3 Tiberium Wars™. The next chapter takes the popular series back to its roots in the Tiberium Universe and features the fast, fluid gameplay that Command & Conquer is known for and a gripping story that will redefine storytelling in RTS games. Command & Conquer 3 Tiberium Wars is available for the Xbox 360™ video game and entertainment system and PC at a US MSRP of \$49.99. The game is 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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