EA and Paramount Digital Entertainment Invites Players to Run the Family Business in The Godfather II

New Game Extends the Original Story with Rich Experiences in Florida, Cuba and New York and Introduces New Action-Strategy Gameplay

REDWOOD CITY, Calif., Aug 08, 2008 (BUSINESS WIRE) -- Electronic Arts Inc. (NASDAQ:ERTS) and Paramount Digital Entertainment today revealed the first details of The Godfather(R) II videogame, the sequel to the 2007 multi-platinum hit. Inspired by the film and Mario Puzo's Corleone family drama, The Godfather II game goes beyond the film's story by setting players in the world of organized crime in 1960's Florida, Cuba and New York.

After being promoted by Michael Corleone to Don of New York, players expand to new cities, as they build up their families through extorting businesses, monopolizing illegal crime rings and defeating new families in an effort to become the most powerful mob family in America. To help players manage their empire, The Godfather II introduces "The Don's View" - an innovative strategy meta-game that allows players to oversee the entire world as they grow the family business. Using the Don's View, players will be able to build, defend and expand their crime rings, while keeping an eye on the movements and plans of the rival families. Players will also learn to master the business of organized crime by building a family of Made Men, hiring crew, handing out orders, and promoting their best men up the ranks.

Set in a stunning open-world environment, The Godfather II expands on the popular gameplay mechanics of the first game and doubles down on the series' signature BlackHand control scheme, which now features even more visceral hand-to-hand brutality at your fingertips, introducing a new combo system, pressure tactics and executions. In The Godfather II, players will fight alongside their hand-picked crew, who have their own skills and expertise. Each family member specializes in a specific field such as demolitions, arson, engineering, first-aid and more. As The Don you control the family, sending some of your men on missions while heading off into action with others. The combination of strategic organized crime gameplay and brutal BlackHand action sets The Godfather II apart from other open-world games.

"In the 1960's, a mafia Don was only as strong as his family," said Hunter Smith, Executive Producer of The Godfather II. "We found the hierarchical culture of organized crime intriguing. Running an organized crime family in a world defined by family loyalty is something that we felt could introduce a new strategic element to the genre. That is what the Don's View is all about -- laying out a strategy to pick off the competition one by one. The Don's View is so unique, it could fundamentally change the rules of open-world games by blending action and strategy to create something entirely new."

"The Godfather has become an exceptional gaming franchise for the Studio," states Sandi Isaacs, Senior Vice President of Interactive & Mobile for Paramount Digital Entertainment. "The videogame takes the story and gameplay to the next level with an innovative open-world action strategy that is both compelling and intriguing for gamers."

The Godfather II will premiere exclusively on GameTrailers TV with Geoff Keighley on Friday, August 15th on Spike TV. The entire episode will be dedicated to The Godfather II including behind-the-scenes with the development team, the debut of the game trailer and a first look at the game itself. The trailer will also be available on August 18th at: http://godfather2.ea.com.

Developed at the EA Redwood Stores studio, The Godfather II will be coming to the Xbox 360(R) videogame and entertainment system, PLAYSTATION(R)3 computer entertainment system, and PC in February 2009. The Godfather II has not been rated by the ESRB and PEGI. For more information about The Godfather franchise, please visit http://godfather.ea.com and/or the EA press website at http://info.ea.com.

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(TM), EA(TM), EA SPORTS Freestyle(TM) and POGO(TM). In fiscal 2008, EA posted GAAP net revenue of $3.67 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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About Paramount Digital Entertainment

Paramount Digital Entertainment (PDE) is a division of Paramount Pictures Corporation. PDE develops and distributes filmed entertainment across worldwide digital distribution platforms including online, mobile and portable devices, videogames, virtual worlds and emerging technologies.

Paramount Pictures Corporation (PPC), a global producer and distributor of filmed entertainment, is a unit of Viacom (NYSE: VIA, VIA.B), a leading content company with prominent and respected film, television and digital entertainment brands. The company's labels include Paramount Pictures, Paramount Vantage, Paramount Classics, DreamWorks, MTV Films and Nickelodeon Movies. PPC operations also include Paramount Digital Entertainment, Paramount Home Entertainment, Paramount Pictures International, Paramount Licensing Inc., Paramount Studio Group, and Worldwide Television Distribution.

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