



Red Alert Is Back! EA Ships Command & Conquer Red Alert 3 to Retailers Worldwide Today

The Return to the Red Alert Universe Features Co-Op, One of the Largest Casts in the History of Video Games and Parachuting Armored Bears (of Course)

LOS ANGELES, Oct 28, 2008 (BUSINESS WIRE) -- The seven year wait is over! Electronic Arts Inc. (NASDAQ:ERTS) announced today that the most beloved series in the 25-million unit selling* Command & Conquer(TM) franchise has officially returned, as Command & Conquer(TM) Red Alert(TM) 3 is shipping to retailers worldwide and will be in stores October 30th in North America and Europe for the PC. Developed at EA Los Angeles, the game will also ship for the Xbox 360(R) video game and entertainment system on November 11th.

Poised to be one of the best strategy games of 2008, Command & Conquer Red Alert 3 blends the over-the-top humor the series is known for with exciting new real-time strategy innovations. With three fully co-operative, story driven-campaigns, and an unprecedented emphasis on naval gameplay, the game will delight fans and strategy novices alike. Command & Conquer Red Alert 3 also features the Command & Conquer franchise's trademark live-action movie sequences starring one of the largest and most talented casts in the history of video games, including Gemma Atkinson, Gina Carano, Randy Couture, Tim Curry, Kelly Hu, Jenny McCarthy, Jonathan Pryce, Autumn Reeser, J.K. Simmons, Peter Stormare, and George Takei.

"Our team is made up of huge Command & Conquer fans who have been dying to bring back Red Alert and gamers are going to see that passion shine through loud-and-clear in Red Alert 3," said Chris Corry, executive producer at EA Los Angeles. "Our goal was to strike a balance between being true to our roots -- that unique, light-hearted tone and fast-paced Red Alert gameplay -- and bringing a feast of exciting new RTS innovations to the table. The deep story, the star-studded cinematics? That feels like Red Alert. But bringing naval gameplay into the heart of the game design and launching the player into an ambitious and engaging co-op campaign? Gamers have never seen anything like this before."

Like all games in the series, the events of Command & Conquer Red Alert 3 revolve around time travel and its consequences. The game begins with a doomed Soviet Union on the brink of defeat to the Allies. Two desperate Soviet generals and a brilliant scientist travel back in time to change history and restore the glory of Mother Russia. At first their mission appears to be a resounding success, but they quickly realize that their actions have created an alternate timeline where technology has followed an entirely different evolution, and a new superpower has been thrust onto the world stage -- The Empire of the Rising Sun. Gamers will get to experience the three-way struggle between the Soviets, the Allies, and the Empire from each faction's unique perspective, following three distinct storylines and with each campaign being fully enabled for co-operative play, connecting with a friend online** or with one of nine different in-game co-commanders. The game also features skirmish and multiplayer for up to six players.

Each copy of Command & Conquer Red Alert 3 contains a free "Women of Red Alert 3" poster and a code for Kossar's Helm, an exclusive item for Mythic Entertainment's Warhammer(R) Online: Age of Reckoning(TM). The Soviet hat gives gamers the ability to turn their WAR characters into a bear. Also available at launch is the Command & Conquer Red Alert 3 Premier Edition which contains exclusive multiplayer maps, a behind-the-scenes documentary on the making of the live-action cinematics, the Red Alert 3 soundtrack and an exclusive beta key to a future Command & Conquer game.

Command & Conquer Red Alert 3 has been rated 'T' for Teen by the ESRB and '16+' by PEGI. For more information about the game, please visit www.redalert3.com and tune into Command & Conquer TV, the online network dedicated to all things Command & Conquer at www.commandandconquer.com.

* Data according to NPD Group.

** Online Internet connection required.

About Command & Conquer

The groundbreaking Command & Conquer franchise was one of the first to introduce players to the modern RTS genre. It 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(TM) was the number #1 selling PC RTS of 2007 and recently won the "Strategy/Simulation Game of the Year" award from the Academy of Interactive Arts and Sciences." Additionally, Command & Conquer(TM) Red Alert(TM) 2 and Command & Conquer(TM) 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 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(TM), EA SPORTS(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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SOURCE: Electronic Arts Inc.

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