



## **Prepare to Choose the Path of Good or Evil With Pandemic Studios The Lord of the Rings: Conquest**

### **The Highly Anticipated The Lord of the Rings: Conquest Storms Retailers January 2009**

LOS ANGELES, Oct 30, 2008 (BUSINESS WIRE) -- Pandemic(TM) Studios, a division of Electronic Arts Inc. (NASDAQ:ERTS) announced today that The Lord of the Rings: Conquest(TM) for the Xbox 360(R) video game and entertainment system, PLAYSTATION(R)3 computer entertainment system, PC and Nintendo DS(TM) platforms, will ship January 9, 2009 internationally and January 13, 2009 in the U.S.

In a partnership with New Line Cinema and The Saul Zaentz Company, The Lord of the Rings: Conquest is an action-packed game created by the same Pandemic Studios team behind the best-selling Star Wars Battlefront(TM) and Star Wars Battlefront (TM) II titles. Set in "The Lord of the Rings" universe of J.R.R. Tolkien as depicted by the Academy Award(R)-winning films, players will finally fight the entirety of these epic battles any way they want. In addition to crusading as the heroic forces of good, for the first time ever in a 'The Lord of the Rings' action title they'll conquer Middle-earth while playing as the legions of Sauron's evil army, including Cave-trolls, Oliphants, the Balrog and Sauron himself.

"We have been working hard to create a 'The Lords of the Rings' experience like no other," says Andrew Goldman, Pandemic Studios co-founder and general manager. "And we are excited to finally confirm the launch of The Lord of the Rings: Conquest to 'The Lord of the Rings' and Star Wars Battlefront fans alike."

"Players will finally be able to fight through Middle-earth along the frontlines of good or evil," says Josh Resnick, co-founder and general manager at Pandemic Studios. "And what 'The Lord of the Rings' fan hasn't fantasized about joining Sauron's army to slay Hobbits?"

Fans of The Lord of the Rings universe can also participate in a Battle for the Ring community program. The social network offers activities for members to virtually fight against good or evil and earn temporary ownership of the Ring.

For more information about the Battle for the Ring program and The Lord of the Rings: Conquest game, please visit: <http://www.pandemicstudios.com/conquest>.

#### About Pandemic Studios

Pandemic Studios is one of the world's premier developers of console and PC entertainment and a wholly owned division of Electronic Arts Inc. (NASDAQ:ERTS). Over its 10-year history, Pandemic Studios has established a reputation for producing top-selling, award-winning and cutting-edge original content and enhancing the value of existing intellectual properties. Recent hits include the record-selling Star Wars Battlefront(TM), Star Wars Battlefront(TM) II, and three original Pandemic Studios-created intellectual properties: Mercenaries(TM), Destroy All Humans(TM), and Full Spectrum Warrior(TM). Following the 2006 release of Destroy All Humans(R) 2, Pandemic Studios is developing a number of new, original titles for next-generation platforms including Mercenaries 2: World in Flames(TM) and Saboteur(TM) at its Los Angeles, California, and Brisbane, Australia, studio locations. For more information on Pandemic Studios and its games, please visit: <http://www.pandemicstudios.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(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](http://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>.

## About New Line Cinema

New Line Cinema continues to be one of the most successful independent film companies. For more than 40 years, its mission has been to produce innovative, popular, profitable entertainment in the best creative environment. A pioneer in franchise filmmaking, New Line produced the Oscar-winning The Lord of the Rings trilogy, which is a landmark in the history of film franchises. New Line Cinema is a division of Warner Bros.

## About Tolkien Enterprises

The Saul Zaentz Company d/b/a Tolkien Enterprises is the holder of worldwide motion picture, legitimate stage, merchandising, and other rights in J.R.R. Tolkien's literary works The Lord of the Rings and The Hobbit. Tolkien Enterprises has been producing and licensing films, stage productions and merchandise based on Tolkien's works for more than 30 years. Its headquarters are in Berkeley, California, and its website may be found at [www.tolkien-ent.com](http://www.tolkien-ent.com).

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SOURCE: Electronic Arts Inc.

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