



EA's Command & Conquer Red Alert 3 Returns With an Uprising

Epic Campaign Expansion for Award-Winning Real-Time Strategy Favorite Hits PCs This March

LOS ANGELES, Jan 08, 2009 (BUSINESS WIRE) --

Electronic Arts Inc. (NASDAQ:ERTS) announced today that the third iteration of the *Command & Conquer*TM franchise's beloved *Red Alert*TM series is returning with **Command & Conquer(TM) Red Alert(TM) 3: Uprising** exclusively for the PC. An epic single-player campaign expansion, the standalone title catapults players deeper into the *Red Alert* universe, giving them more of the action-packed gameplay they have been clamoring for, while offering a gauntlet of new and compelling challenges with the new Commander's Challenge mode. *Command & Conquer Red Alert 3: Uprising* will be available for digital download this March.

"*Uprising* is a game that in many ways reflects the feedback we have gotten from the *Command & Conquer* community," said Amer Ajami, Senior Producer at EA Los Angeles. "We're giving gamers more of what they want - more of the fast, fluid and fun gameplay, more of the story we began to tell in *Red Alert 3* and more cutscenes featuring top-notch Hollywood talent. At the same time, we're excited we're going to be able to bring new things to the mix, including new units and the Commander's Challenge, which is a great way for players to hone their skills and get deeper into the combat."

Command & Conquer Red Alert 3: Uprising takes players into the aftermath of the epic battles in *Red Alert 3*, with the Soviets still reeling from a crushing defeat, the Empire of the Rising Sun desperately trying to regain both honor and identity and the seemingly victorious Allies finding themselves in the midst of corruption and deceit within their own ranks. In addition to four mini-campaigns, one for each faction and one bonus campaign centered on the origins of the Empire of the Rising Sun's commando Yuriko, *Command & Conquer Red Alert 3: Uprising* will also introduce the new Commander's Challenge, enabling the players to test their skills against a set of nine commanders from different territories and difficulty levels in 50 unique challenges with their own special rules and unique conditions.

In true *Command & Conquer* fashion, top Hollywood talent will be delivering the gripping story in full HD live-action cinematics. Fan favorites Gemma Atkinson and Ivana Milicevic will make their stunning return to the high ranks of the Allied and Soviet leaderships and will be joined by an all new set of stars, who will be announced soon.

Command & Conquer Red Alert 3: Uprising is a standalone game and does not require *Command & Conquer Red Alert 3* to play. This product has not yet been rated by the ESRB, PEGI or USK. For more information about *Red Alert 3*, please visit www.redalert3.com.

Fans of *Command & Conquer* can continue to get their fix 24 hours a day, seven days a week at Command & Conquer TV, EA's dedicated online *Command & Conquer* network that goes beyond the game and brings players all the latest news, tips and strategies.

About Command & Conquer

The groundbreaking *Command & Conquer* 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.

*Command & Conquer 3 Tiberium Wars*TM was the number #1 selling PC RTS of 2007 and won numerous awards, including the "Strategy/Simulation Game of the Year" award from the Academy of Interactive Arts and Sciences. 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 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.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 Freestyle™ and POGO™. 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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