



The Powers of Good and Evil Collide as The Lord of the Rings: Conquest Raids Retailers Worldwide

Pandemic Studios The Lord of the Rings: Conquest in Stores Now

LOS ANGELES, Jan 13, 2009 (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, is available today in North America and January 16, 2009 in Europe.

In a partnership with New Line Cinema and The Saul Zaentz Company, *The Lord of the Rings: Conquest* builds on "The Lord of the Rings" universe of J.R.R. Tolkien as depicted by the Academy Award^(R)-winning films and thrusts players in to key moments of the story and on the frontlines of the epic battles.

"The Lord of the Rings' experience is something our team has been passionate about delivering and we believe players will discover a Middle-earth experience like no other," says Andrew Goldman, Pandemic Studios co-founder and general manager. "Starting today 'The Lord of the Rings' fans can choose to save The Shire or set to destroy it. Providing that level of control and freedom is something we are proud to offer."

Created by the same team behind the best-selling *Star Wars Battlefront*(TM) and *Star Wars Battlefront*(TM) II titles, *The Lord of the Rings: Conquest* opens the fantasy world of Middle-earth giving players the choice to join the powers of good or the forces of evil, in the eternal struggle to control the One Ring.

"*The Lord of the Rings: Conquest* expands on the celebrated game play found in the *Star Wars Battlefront* series, on every level," says Josh Resnick, co-founder and general manager at Pandemic Studios. "We developed a game that is fun, strategic and pushes the boundaries of the renowned lore."

Players can choose to control their favorite heroes and villains including Aragorn, Gandalf, the Witch-king, the Balrog and even the Dark Lord Sauron. Players can also engage surrounding characters in the world such as wargs and oliphants, control catapults and balistas, and even play as giant creatures such as cave trolls and Ents. As well, fans can play through the campaign modes cooperatively via online or split-screen and relive their favorite battles competitively via four-player split-screen or online with up to 16 players.

For more information on *The Lord of the Rings: Conquest*, 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. Critical and retail 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 2008 release of *Mercenaries 2: World in Flames*(TM), Pandemic Studios is developing a number of new, original titles for next-generation platforms including *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™, EA SPORTS™, 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>.

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.

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SOURCE: Electronic Arts Inc.

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