



Red Eagle Games Signs Worldwide Distribution Deal With EA Partners

EA Partners Signs on as Distribution Partner for Games Based on Robert Jordan's Fantasy Series *The Wheel of Time*

MALIBU, Calif., Jan 15, 2009 (BUSINESS WIRE) --

Red Eagle Games today announced they have signed a strategic distribution agreement with Electronic Arts Inc. (NASDAQ:ERTS) for games based on Robert Jordan's beloved fantasy series, *The Wheel of Time*.

Red Eagle Games will develop and publish a line of stand-alone games on all major videogame platforms, including consoles, personal computers, handheld systems and wireless devices. The games will be distributed by EA. In addition, Red Eagle will launch and operate a massively multiplayer online role-playing game that encompasses the themes, characters and world of *The Wheel of Time*, which will be distributed at retail by EA.

"*The Wheel of Time* is a blockbuster global brand and our relationship with EA Partners will ensure that Red Eagle Games' products are made available to consumers around the world through familiar retail channels," said Rick Selvage, Chairman and President of Red Eagle Games.

"EA Partners is excited to team up with Red Eagle as their global distribution partner for games based on *The Wheel of Time* series," said David DeMartini, senior vice president and general manager of EA Partners. "*The Wheel of Time* series has a massive worldwide following and we're excited to help give Red Eagle Games' interactive products a blockbuster launch on the global stage."

The rich details of Jordan's meticulously crafted series have captivated readers since 1990, when *The Eye of the World*, the first book in the series, was published. Eleven additional books, including one prequel, have since been added to the series and have consistently appeared on the New York Times Bestseller List with the last four of his novels in the series debuting at No. 1. Jordan passed away in 2007 at the age of 58, but a final book, *A Memory of Light*, will be finished by fantasy writer Brandon Sanderson using notes and a partial draft left with Jordan's wife and editor, Harriet Rigney, and is expected to be published in fall 2009 by Tor Books.

Jordan's wildly popular books have been translated into 24 languages, and have sold about 44 million copies worldwide. In addition, the series has a vast global on-line community of tens of thousands of dedicated fan Web sites.

About Red Eagle Games

Based in Southern California, Red Eagle Games is a new video game studio undertaking the transformation of Jordan's literary masterpiece "*The Wheel of Time*" into high-quality interactive gaming products for the personal computer, game consoles, mobile and wireless devices, and online play. Red Eagle Games was founded in 2006 by Rick Selvage and Larry Mondragon, who are also producing a live-action motion picture based upon *The Wheel of Time* series in partnership with Universal Pictures.

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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SOURCE: Electronic Arts Inc.

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