



EA Brings Best-Selling RTS Franchise to the PLAYSTATION 3 for the First Time with Command & Conquer Red Alert 3: Ultimate Edition

Red Alert 3 Comes to PS3 This March With a Ton of Extras Including Exclusive Multiplayer Maps, Over an Hour's Worth of Bonus Videos and More

LOS ANGELES, Jan 21, 2009 (BUSINESS WIRE) -- Electronic Arts Inc. (NASDAQ:ERTS) announced today that the **Command & Conquer(TM) Red Alert(TM) 3: Ultimate Edition** will be bringing the best-selling Command & Conquer franchise to the PLAYSTATION(R)3 computer entertainment system for the very first time this March. The *Ultimate Edition* includes everything from last year's award-winning release of *Command & Conquer(TM) Red Alert(TM) 3*, while taking full advantage of the PLAYSTATION 3's Blu-ray disc capacity, offering an extensive array of exclusive bonus content, making the *Command & Conquer Red Alert 3: Ultimate Edition* the ultimate Red Alert 3 experience and an incredible value for PLAYSTATION 3 gamers.

"Our team has been dedicated to bringing the RTS genre to console gamers and we are excited to have this opportunity to introduce PS3 owners to Command & Conquer," said David Seeholzer, Development Director at EA Los Angeles. "The PS3 is a very powerful platform, and the extra time we have had in development has helped us create the ultimate console RTS experience, with better graphics, improved performance, a ton of extras and some nice exclusive perks that cannot be found on any other version of Red Alert 3."

Command & Conquer Red Alert 3 blends the over-the-top humor and fast, fluid and fun gameplay the series is known for with exciting new innovations for the RTS genre, including fully co-operative, story driven-campaigns and an unprecedented emphasis on naval gameplay. PLAYSTATION 3 gamers will navigate the C&C style, action-packed gameplay via the Command Stick 2.0 interface, an intuitive control system that allows gamers of all skill levels to easily and efficiently command their units on the battlefield. *Command & Conquer Red Alert 3: Ultimate Edition* also packs in a tremendous amount of bonus content, including:

- Five exciting new multiplayer maps
- Behind the scenes videos and trailers, including *Raising the Iron Curtain Documentary*, *From Pens to Pixels*, the *Girls of Red Alert 3*, *Bloopers & Outtakes*, the Red Alert 3 Remix and many more!
- PS3 exclusive Command & Conquer TV programming, including PS3-dedicated *BattleCast(TM) PrimeTime* and a special episode of *Command School* focused on tips, tricks and strategies from the development team
- In-depth profiles on all the Red Alert 3 Units
- The official *Red Alert 3* soundtrack

Command & Conquer Red Alert 3 also features the franchise's trademark live-action movie sequences starring one of the largest and most talented ensemble casts in the history of video games, including (in alphabetical order) Gemma Atkinson, Gina Carano, Randy Couture, Tim Curry, Kelly Hu, Jenny McCarthy, Jonathan Pryce, Autumn Reeser, J.K. Simmons, Peter Stormare, George Takei, and a special appearance by David Hasselhoff.

The *Command & Conquer Red Alert 3: Ultimate Edition* will ship in March 2009 for the PLAYSTATION 3 and has been rated 'T' for Teen by the ESRB and '16+' by PEGI. For more information about the game, please visit www.commandandconquer.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 &*

ConquerRed Alert2 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™, 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>.

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SOURCE: Electronic Arts Inc.

EA Games Label
Kerstin Mueller, 310-754-7200
Sr. Publicist
kmuller@ea.com
Andrew Wong, 650-628-7281
PR Manager
anwong@ea.com
Tammy Schachter, 650-628-7223
Sr. Director
tschachter@ea.com

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