



Phenomic Launches BattleForge to Stores on March 24

REDWOOD CITY, Calif., Jan 28, 2009 (BUSINESS WIRE) -- Phenomic(TM), an Electronic Arts Inc (NASDAQ:ERTS) studio, today announced that the real-time strategy (RTS) *BattleForge*^(TM) will ship in North America and Europe on March 24 for PC. Prior to launch, players can get into the *BattleForge* Open Beta by registering at www.BattleForgeCardHunt.com. Worldwide, pre-order customers will receive four exclusive units, one from each faction: Fire, Frost, Nature and Shadow. These units will feature exclusive card artwork and in-game animation. They will also be leveled-up, giving player's a head start as they prepare for battle online. For more details on pre-ordering *BattleForge*, please visit www.battleforge.com.

Developed in Ingelheim, Germany, *BattleForge* is an epic RTS fantasy game that combines the pace of RTS gameplay with the customization of trading cards in an online environment where friends can play together. *BattleForge* pioneers strategy gaming with its online multiplayer design and robust community features.

In *BattleForge*, players use virtual trading cards to build the perfect army and lay waste to their foes. The cards are the tools of war each representing a spell, building or unit that is conjured directly onto the battlefield. This interface enables players to customize and combine factions, and play with a unique army of their own design. With no base building and production queues, *BattleForge* players are instantly immersed into fast-paced RTS action.

BattleForge features single-player and cooperative scenarios, as well as, Player vs. Player (PvP) ranked duels. Co-op battles are played in teams of two or four, or players can hurl themselves into epic 12 player battles for the greatest rewards. In these scenarios, players must work cooperatively to fulfill the mission and earn rewards. With co-op play, guilds, chat rooms, and a robust marketplace featuring direct trade, an auction hall, and in-game mail, *BattleForge* is the first RTS to combine the social and community aspects of an MMO with an exciting RTS.

Featuring action-packed co-op and PvP, the ability to build your own army, and robust community features, *BattleForge* offers unique RTS gameplay that is easy to learn but still prepared to handle expert players.

Developed at Phenomic Studio, *BattleForge* has been rated T for Teen by the ESRB and 12+ for PEGI. For more information about the *BattleForge*, visit www.BattleForge.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 SPORTS(TM), EA(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. 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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