



Pandemic Studios Announces Downloadable Heroes & Maps Pack for The Lord of the Rings: Conquest

Return to the Epic Battles of Middle-earth Once Again With New Heroes, Maps and Arenas

LOS ANGELES, Feb 26, 2009 (BUSINESS WIRE) -- Pandemic(TM) Studios, a division of Electronic Arts Inc. (NASDAQ:ERTS) today announced the release of a new downloadable content (DLC) for the studio's recently released action game ***The Lord of the Rings: Conquest(TM)*** for the PLAYSTATION(R)3 and Xbox(R)360. The new *Heroes & Maps Pack*, includes two new full multiplayer maps, two new Hero Arenas and three additional heroes, and is available for download today for 800 Microsoft Points on the Xbox LIVE Marketplace and \$9.99 at the PlayStation Store.

"The Lord of the Rings universe offers so much variety and depth and we wanted to pass more of this incredible experience to fans," says Michael Saladino, Senior Producer at Pandemic Studios. "The Heroes & Maps pack gives gamers a chance to experience even more intense battles with their friends online and explore more of Middle-earth."

By downloading the Heroes & Maps pack, players will get to choose from three new classic J.R.R. Tolkien characters to play as, including the massive Gothmog, the heroic Boromir and the powerful Elven Maiden Arwen, bringing the total number of playable characters to over 20. Players can battle as these heroes and villains in two new multiplayer maps, all playable in any of the game's three game modes, Team Deathmatch, Conquest and Capture the Ring, taking players to the hot lava fields in the Battle of the Last Alliance or the shady forests of Amon Hen.

Also included are two new Hero Arenas, Minas Tirith and Weathertop. This new game mode offers players an additional extension to *The Lord of the Rings: Conquest* experience where they can engage in intense, online battles in a small theatre of war. This mode gives fans a chance to see the heroes and villains of the universe settle long-time battles and rivalries one on one. The previously released Hero Arena content pack including the first two arenas is still available as a free* download on Xbox LIVE Marketplace and the PlayStation Network.

The Lord of the Rings: Conquest is based on the universe of J.R.R. Tolkien as depicted by the Academy Award(R)-winning films and was produced in partnership with New Line Cinema and The Saul Zaentz Company. Developed by Pandemic Studios, the game is rated "T" by the ESRB and "16+" by PEGI. 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 11-year history, Pandemic has established a reputation for producing top-selling, award-winning original content and enhancing the value of existing intellectual properties. The studio's hits include the record-selling *Star Wars Battlefront(TM)*, *Star Wars Battlefront(TM) II*, and three original Pandemic created entertainment properties: *Mercenaries(TM)*, *Destroy All Humans(TM)*, and *Full Spectrum Warrior(TM)*. Following the 2008 release of *Mercenaries 2: World in Flames(TM)*, Pandemic is developing a number of new titles including *The Saboteur(TM)* at its Los Angeles, California, studio location. 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(TM), EA SPORTS(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>.

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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*Internet connection required. Valid Xbox Live or PlayStation Network Account required.

SOURCE: Electronic Arts Inc.

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