



## EA Launches Open Beta for Online Real-Time Strategy Game BattleForge

REDWOOD CITY, Calif., Mar 10, 2009 (BUSINESS WIRE) -- Phenomic(TM), an Electronic Arts Inc. (NASDAQ:ERTS) studio, today announced that the real-time strategy (RTS) game *BattleForge*<sup>(TM)</sup> will open its beta for all players today. Starting today, all players will be able to enter the genre-changing world of *BattleForge* and experience the thrill of virtual cards coming to life in epic, online RTS battles before the game goes live on March 24<sup>th</sup>, 2009.

The open beta players will have access to all 200 *BattleForge* cards and all maps in the game. Everyone who takes part in the beta will get the bonus, upgraded Firedancer unit that will be available after launch. Players who pre-order *BattleForge* from participating retailers will receive four, exclusive units, one from each faction to jump start their decks.

*BattleForge* combines fast-paced strategy with a digital trading card mechanic in a dynamic online environment. Players use virtual trading cards to build custom armies and lay waste to their foes. Combining the strategic, real-time gameplay of classics such as *Command & Conquer*<sup>TM</sup> with a fully enabled, online collectible community, *BattleForge* is a breath of fresh air in the strategy genre. With an all-new style of play that is more accessible for casual gamers, *BattleForge* also offers a rich, deep gameplay experience that veteran RTS players seek. The collectable cards are the tools of war -- each representing a spell, building or unit that is conjured directly onto the battlefield in stunning 3D graphics.

*BattleForge* features single-player scenarios and cooperative scenarios for 2 to 12 players, as well as Player vs. Player (PvP) ranked and unranked duels. 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. Let the battles begin!

*BattleForge* ships March 24<sup>th</sup>, 2009 for the PC. For more information, visit [www.battleforge.com](http://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](http://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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