



## Command & Conquer Red Alert 3: Uprising Available Today for PC Download

### ***EA's Best-Selling Real-Time Strategy Series Returns With an Epic Standalone Campaign Expansion Starring Ric Flair and Malcolm McDowell***

LOS ANGELES, Mar 12, 2009 (BUSINESS WIRE) -- Electronic Arts Inc. (NASDAQ:ERTS) today announced that **Command & Conquer(TM) Red Alert(TM) 3: Uprising** is available for download at the EA Store and other online digital retailers worldwide today. *Command & Conquer Red Alert 3: Uprising* is a single-player campaign expansion to last fall's award-winning real-time-strategy game *Command & Conquer(TM) Red Alert(TM) 3*. This expansion pack takes players into the aftermath of the *Red Alert 3* war with four new mini-campaigns, new plot twists and the all-new Commander's Challenge mode. The series' trademark live-action cinematics also return with performances from Jamie Chung, 16-time world heavyweight wrestling champion "Nature Boy" Ric Flair, Malcolm McDowell and Holly Valance alongside returning fan favorites Gemma Atkinson and Ivana Milicevic.

"It has been an incredible year for the *Red Alert* team. We just received the AIAS award for *Red Alert 3*, so we are especially excited to follow-up with the release of the campaign expansion *Command & Conquer Red Alert 3: Uprising*," said Amer Ajami, Senior Producer at EA Los Angeles. "We have created something really compelling for *Red Alert* fans with the additional dungeon-crawler campaign for Yuriko and the new Commander's Challenge mode that will offer gamers a deeper experience with the story and hours of fun and challenging gameplay."

*Command & Conquer Red Alert 3: Uprising* includes four new mini-campaigns, three of which revolve around the Soviets, Allies and the Empire of the Rising Sun Factions. The fourth campaign features one campaign entirely focused on Yuriko Omega, the seemingly harmless Japanese schoolgirl-turned-deadly-weapon by the Empire of the Rising Sun. The player controls Yuriko Omega in a dungeon-crawler style campaign, as she develops her powers and fights her way out of a psychological research facility.

In the new Commander's Challenge, players encounter 50 unique and challenging scenarios, each with its very own over-the-top and distinctive twist, confronting players with everything from giant bears and an entire army of Yurikos to massive satellite showers. Starting out with limited units at their disposal, players gradually unlock more units, technology and new challenges. Each challenge is equipped with a par time that is up to the most competitive players to beat.

*Command & Conquer Red Alert 3: Uprising* is available for digital download today for \$19.99 and is rated "T for Teen" by the ESRB and "16+" PEGI. For more information about the game, please visit [www.commandandconquer.com](http://www.commandandconquer.com), home of Command & Conquer TV, EA's dedicated online *Command & Conquer* network, where players can get all the latest news, tips and strategies straight from the developers. *Command & Conquer Red Alert 3: Uprising* can be played without the full version of *Command & Conquer Red Alert 3*.

### **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*<sup>TM</sup> 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 & Conquer(TM) Red Alert(TM) 2* and *Command & Conquer(TM) Generals* were the number one best-selling\* PC RTS titles in 2000 and 2003 respectively. *Command & Conquer(TM) Red Alert(TM) 3* won the 2008 "Strategy/Simulation Game of the Year" award from the Academy of Interactive Arts and Sciences. Collectively, the series has sold over 26 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](http://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](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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