



EA Announces a New Multiplayer Mode is Coming for The Godfather II

Be the Don and Lead Your Family to Victory Online

REDWOOD CITY, Calif., Mar 18, 2009 (BUSINESS WIRE) -- Electronic Arts Inc. (NASDAQ:ERTS) today announced that a new multiplayer mode, called Don Control, will be coming to *The Godfather(R) II* game. This new mode will be available as a free downloadable* patch right when the game releases on April 7th in North America and April 10th in Europe. Don Control takes the "Think Like a Don" strategic gameplay into an online environment and allows players to build a family, command them in battle and view the action from a bird's eye view above.

Don Control introduces an additional layer of gameplay on top of the four multiplayer modes and six maps already available in the game and invites players to compete to see who is the ultimate Don of Dons. Players can now challenge one another in 16-player battles for their in-game currency from the single-player game. As a Don online, players can recruit others to join their family by giving them a cut of the profits. But if a player loses as Don, the in-game currency they wagered will be removed in their single-player campaign and their empire can come crumbling down.

The Godfather II takes the open-world genre in an entirely new direction by blending the furious combat of being a mobster with the strategic thinking of being a Don both offline and online. As a Don in the Corleone family, *The Godfather II* lets the player carve out their own story of deception, betrayal, and conquest in a 1960's organized crime world. Players will have to build and invest in their family, command their crew, and manage their family business, all of which is done through the revolutionary Don's View. The Don's View is a 3D representation of the player's criminal empire, putting the player in the Don's mindset; it allows them to coordinate their strategy, plan hits on rival made men, attack enemy rackets, and much more.

The Godfather II game from Electronic Arts and Paramount Digital Entertainment will be available on the Xbox 360(R) videogame and entertainment system, PLAYSTATION(R)3 computer entertainment system, and PC. The game has been rated M for Mature by the ESRB and 18+ for PEGI. Players who pre-order *The Godfather II* at participating retailers worldwide will receive an exclusive crew member, named Tommy Cipolla, to hire into their family.

For more information about *The Godfather* franchise, please visit <http://godfather2.ea.com> and/or the EA press website at <http://info.ea.com>.

* Internet connection required.

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™, EA™, 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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About Paramount Digital Entertainment

Paramount Digital Entertainment (PDE) is a division of Paramount Pictures Corporation. PDE develops and distributes filmed

entertainment across worldwide digital distribution platforms including online, mobile and portable devices, videogames, virtual worlds and emerging technologies.

Paramount Pictures Corporation (PPC), a global producer and distributor of filmed entertainment, is a unit of Viacom (NYSE: VIA, VIA.B), a leading content company with prominent and respected film, television and digital entertainment brands. The company's labels include Paramount Pictures, Paramount Vantage, Paramount Classics, MTV Films and Nickelodeon Movies. PPC operations also include Paramount Digital Entertainment, Paramount Famous Productions, Paramount Home Entertainment, Paramount Pictures International, Paramount Licensing Inc., Paramount Studio Group, and Worldwide Television Distribution.

SOURCE: Electronic Arts Inc.

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