



EA Ships Command & Conquer Red Alert 3: Ultimate Edition to Retailers Worldwide

EA Brings the Award-Winning Real-Time Strategy Franchise to the PLAYSTATION 3 For the Very First Time

LOS ANGELES, Mar 23, 2009 (BUSINESS WIRE) -- Electronic Arts Inc. (NASDAQ:ERTS) announced today that **Command & Conquer(TM) Red Alert(TM) 3: Ultimate Edition**, the first game in the storied *Command & Conquer* franchise to appear on the PLAYSTATION(R)3 computer entertainment system, is shipping to retailers worldwide. With improved graphics and an extensive array of exclusive bonus content, the *Command & Conquer Red Alert 3: Ultimate Edition* takes full advantage of the PLAYSTATION 3's Blu-ray disc capacity in addition to delivering the *Command & Conquer* franchise's signature fast, fluid and fun RTSgameplay.

"It was really important to us to make sure *Red Alert 3* on the PS3 took full advantage of everything the system has to offer," said David Seeholzer, Development Director at EA Los Angeles. "The additional time we've had allowed us to improve the PS3 version, with big performance increases and better visual fidelity. The Blu-ray disc's storage capacity also gave us an opportunity to add a tremendous amount of bonus content, some of which is entirely exclusive for PS3 owners, making the *Ultimate Edition* the ultimate value."

The *Command & Conquer Red Alert 3: Ultimate Edition* features EA Los Angeles' console RTS control system, the CommandStick 2.0 interface, bringing the ease and efficiency of RTS controls on the PC to the PLAYSTATION 3. The *Command & Conquer Red Alert 3:Ultimate Edition* is also packed full of bonus content, including exciting new multiplayer maps, behind the scenes videos and trailers, Bloopers & Outtakes, the official *Red Alert 3* soundtrack, in-depth unit profiles, PLAYSTATION 3 exclusive episodes of Command School and BattleCast(TM) PrimeTime and more!

Command & Conquer Red Alert 3 shipped last fall and was recently named Best Strategy Game of the Year by the Academy of Arts and Interactive Sciences. The game introduces cooperative campaigns and an unprecedented emphasis on naval warfare to the RTS genre, while also featuring the Red Alert series' trademark humor and the *Command & Conquer* franchise's trademark live-action movie sequences, starring one of the largest and most talented ensemble casts in the history of video games, including (in alphabetical order) Gemma Atkinson, Gina Carano, Randy Couture, Tim Curry, Kelly Hu, Jenny McCarthy, Jonathan Pryce, Autumn Reeser, J.K. Simmons, Peter Stormare and George Takei.

The *Command & Conquer Red Alert 3: Ultimate Edition* for the PLAYSTATION 3 has been rated 'T' for Teen by the ESRB and '16+' by PEGI. Also today, TransGaming, Inc. (TSX-V: TNG) announced that the MAC(R) version of *Command & Conquer Red Alert 3* is shipping to retailers worldwide today and is available for digital download at www.gametreeonline.com/ea/red-alert-3/.

For more information about the game, please visit the official website for [Red Alert 3](http://RedAlert3.com). This Friday, March 27th, fans can also get an inside look at the *Command & Conquer Red Alert 3: Ultimate Edition* in the next episode of BattleCast(TM) PrimeTime on [Command & Conquer TV](http://CommandAndConquerTV.com), EA's dedicated online *Command & Conquer* network that goes beyond the game and brings players all the latest news, tips and strategies.

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*TM 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.

*Data 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(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>.

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Photos/Multimedia Gallery Available: <http://www.businesswire.com/cgi-bin/mmg.cgi?eid=5923121&lang=en>

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