



The Battle Begins as EA Ships BattleForge to Retail Outlets Across North America and Europe

New RTS Game Explodes With Booster Packs and Other In-Game Content Available for Just a Few Dollars

REDWOOD CITY, Calif., Mar 25, 2009 (BUSINESS WIRE) -- Phenomic(TM), an Electronic Arts Inc (NASDAQ:ERTS) studio today shipped the real-time strategy (RTS) game *BattleForge*^(TM) in North America and will ship the game in Europe on Thursday, March 26th. With the game's servers now live, players will storm the battlefield and enter a fantasy world where they will use virtual trading cards to build the perfect army and lay waste to their foes. The new Real-Time Strategy game, *BattleForge* gives players the ability to customize their play experience by adding new units to their collection for as little as 250 *BattleForge* Points (available for \$2.50). This flexible model unlocks the power of the game by allowing players to buy as much or as little of these additional in-game resources as they wish.

BattleForge comes prepped and ready with four ready-made faction decks based on the four elements in the game - Fire, Frost, Nature and Shadow and 3000 *BattleForge* points. The *BattleForge* Points allow players to buy an additional 12 booster packs, bringing the box total to 160 cards.

Players can use *BattleForge* Points to purchase new cards in booster packs. Booster packs contain eight cards - 5 common, 2 un-common, 1 rare or ultra rare, all for just 250 *BattleForge* points. This dynamic system allows players to customize their RTS experience with content that can be purchased at their own discretion.

Players can also use *BattleForge* Points to bid on or buyout cards from other players in the online auction house, or players can auction their own cards to gain more *BattleForge* points. Alternatively, players can directly trade cards in a unique direct-trade option. With no subscription fees, regular free content and feature updates like new maps and game modes, players have the freedom and flexibility to buy additional content online, fully customizing their experience.

While additional cards add diversity to a player's deck, it takes skill to make each deck stronger. Through victory in scenarios and ranked Player vs. Player (PvP) matches, players can earn card upgrades and gold. As each player's skill grows, their forces will level up with them.

"The team is so excited that players will be able to enjoy the action as much as we have. The Open Beta was very successful and we can't wait to see how the players immerse themselves into the world of *BattleForge*," stated Creative Director, Volker Wertich. "The scale of *BattleForge* allows the player to experience a diversity which has never existed in RTS games before, as we probably offer many more units than traditional strategy games. There is an exceptional RTS experience in every *BattleForge* box. From there we let players decide what to invest or trade, but victory is determined by skill."

BattleForge ships today in North America and on March 26th in Europe. *BattleForge* will be available for the PC at a retail price of \$49.99. There is no subscription fee. For more information, visit 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. 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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