



EA Announces The Godfather II Premium Upgrade Packs

All-New Weapons, Character and Maps to Help Players Strengthen Their Family and Build Their Empire Offline and Online

REDWOOD CITY, Calif., Apr 01, 2009 (BUSINESS WIRE) -- Electronic Arts Inc. (NASDAQ:ERTS) and Paramount Digital Entertainment today announced that *The Godfather II* videogame will be releasing premium upgrade packs* to provide players with level-four weapons, an additional crew member equipped with four unique specialties, and two new multiplayer maps that will make their family stronger as they fight to become the most powerful mob syndicate in America. In addition, these upgrades will help as players take their advanced crew members online and compete to be the Don of Dons on the leaderboards. Players can experience all the premium upgrades for *The Godfather II* two weeks after launch worldwide on Xbox LIVE Marketplace and the PLAYSTATION Store on April 23, 2009.

The complete list of upgrade packs includes:

- The Pentangeli Map Pack: Download for the all-new Cuba multiplayer map and the Junkyard multiplayer map.
 - \$6.75 / 540 points
- Level 4 Weapons Bundle: Download this collection to receive the Modern Dillinger, the .700 Magnum Impact, the Herzstopper, the MG-S1 Sniper Wolfe, and the Street Sweeper.
 - \$4.00 / 320 points
- Jack of All Trades: Download Jimmy Lira - the Jack of All Trades to have this character in your family. Jimmy Lira starts out with the arsonist, engineer, medic, and safecracker specialties and comes equipped with a level 2 machine gun - the MP38.
 - \$4.00 / 320 points
- The Corleone Bundle (All of the above): Download the multiplayer map pack, the level 4 Weapons Bundle, and the Jack of All Trades (Jimmy Lira) crew member.
 - \$10.00 / 800 points

As a Don in the Corleone family, *The Godfather II* allows players to carve out their own story of deception, betrayal, and conquest in a 1960's organized crime world. With these new upgrades, players will have more options when building and investing in their family, managing their businesses, and sending their crew into battle - 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; it allows them to coordinate their strategy, plan hits on rival made men, attack enemy rackets, and much more. By letting players call the shots, *The Godfather II* delivers the ultimate organized crime experience.

Developed at the EA Redwood Shores studio, *The Godfather II* will be coming to the Xbox 360 videogame and entertainment system, PLAYSTATION 3 computer entertainment system, and PC. 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. *The Godfather II* has been rated M for Mature by the ESRB and 18+ for PEGI.

* Requires INTERNET CONNECTION, *The Godfather II* for the Xbox 360 or PLAYSTATION 3 and Xbox LIVE gold or silver membership OR PLAYSTATION Network account.

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.

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