



## EA Offers Gamers Competitive Pricing on BattleForge

### ***Phenomic's Epic Real Time Strategy Game BattleForge to Be Made Available to Players in North America for \$29.99***

REDWOOD CITY, Calif., May 05, 2009 (BUSINESS WIRE) -- Phenomic(TM), an Electronic Arts Inc (NASDAQ:ERTS) studio, today announced a new competitive pricing strategy on the real-time strategy (RTS) game [BattleForge](#)(TM) that will allow gamers to enter the magical realm at the reduced price of \$29.99. The new pricing is effective immediately in North America. Additionally, gamers can check out the *BattleForge* demo on [BattleForge.com](#).

*BattleForge* comes 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.

In the demo, players start with a random faction deck and have limited access to maps. Players will have access to sparring ground player versus player (PvP) battles as well as player versus environment (PvE) maps. Players will then be able to upgrade to the full product in-game.

"*BattleForge* is a specialized RTS which has so much more to offer to the players whether they are straight up RTS fans or collectible card gamers. The battles are becoming more epic as the players' skills are advancing," said Producer Michael Krach, "There has never been a better time to get into the action on *BattleForge*."

*BattleForge* is available for the PC at a retail price of \$29.99. 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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Electronic Arts

Melissa Ojeda, 650-628-7870

[mojeda@ea.com](mailto:mojeda@ea.com)

Tammy Schachter, 650-628-7223

[tschachter@ea.com](mailto:tschachter@ea.com)

or

FortySeven Communications

Brian Rubin, 212-391-4707

[brian@fortyseven.com](mailto:brian@fortyseven.com)

