



## Phenomic's Epic RTS BattleForge Now Available for Free

### *Players Worldwide Will Be Able to Access the Play 4 Free Version Immediately*

REDWOOD CITY, Calif., May 26, 2009 (BUSINESS WIRE) -- Phenomic(TM), an Electronic Arts Inc. (NASDAQ:ERTS) studio, today announced that the Real-Time Strategy (RTS) game, *BattleForge*(TM), is now available to all players as a free download. To download the Play 4 Free version of *BattleForge*, players can visit [www.battleforge.com](http://www.battleforge.com) and click Play 4 Free. Players can also follow the game on Twitter at @battleforge.

*BattleForge* is a "Play 4 Free" game, like *Battlefield Heroes* which is currently in closed beta. By being available for free, all players have easy and immediate access to the action and adventure in *BattleForge*. The flood of new players will enrich the overall gameplay experience and grow the community.

*BattleForge*'s Play 4 Free version provides players with full access to the *BattleForge* game, including all community features, scenarios, the recently launched Renegade campaign and 32 of 200 trading cards. Play 4 Free players will be able to explore the full world of *BattleForge* and, can add more cards to their collection by purchasing points online. Players that do not wish to download the game or purchase the cards online can still buy the retail version which includes a disk-based game and cards from all 4 factions plus 3000 *BattleForge* Points that can be exchanged for in-game cards. This retail version of the game remains available for \$29.99.

*BattleForge* combines strategy, fantasy, trading cards and magical spells in a dynamic online environment. Combining the strategic, real-time gameplay of classics such as *Command & Conquer*<sup>TM</sup> with a fully enabled, online collectible community, *BattleForge* pioneers strategy gaming with its online multiplayer design and community features set. The collectable cards in the game are the tools of war -- each representing a spell, unit or building that is conjured directly onto the battlefield real time in stunning 3D graphics. *BattleForge* features single-player scenarios and cooperative scenarios supporting 2-12 players, as well as Player vs. Player (PvP) ranked and unranked duels. With co-op play, chat rooms, and a robust marketplace featuring direct trade, an auction hall and in-game mail, *BattleForge* is the first RTS to combine the social and community aspects of an MMO with an exciting RTS.

### **About Electronic Arts**

Electronic Arts Inc. (EA), headquartered in Redwood City, California, a leading global interactive entertainment software company. Founded in 1982, the Company develops, publishes, and distributes interactive software worldwide for video game systems, personal computers, wireless devices and the Internet. Electronic Arts markets its products under four brand names: EA SPORTS<sup>TM</sup>, EA<sup>TM</sup>, EA SPORTS Freestyle<sup>TM</sup>, POGO, Phenomic and Battleforge. In fiscal 2009, EA posted GAAP net revenue of \$4.2 billion and had 31 titles that sold more than one million copies. EA's homepage and online game site is [www.ea.com](http://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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