



Phenomic's Epic RTS BattleForge Expands With the BattleForge Renegade Edition

Players Worldwide Will Be Able to Have Access to 60 More Cards to Build Their Army

REDWOOD CITY, Calif., Jul 21, 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 expanding with the *BattleForge*TM Renegade Edition card set beginning August 25th. Players will have access to legendary units and monumental buildings from the Southern Wastes region of Nyn with over 60 additional cards that will be available through "Renegade Booster Packs" in the in-game store.

Two new playable factions will be revealed, the Bandits and Stonekin, along with a host of innovative new legendary creatures. With over 60 new units and buildings being added to the *BattleForge* card pool, players will now be able to make their army even stronger. *BattleForge* is also adding dual orb cards and special affinities that will deepen and enrich the strategic possibilities for the players' decks and combat.

Also this week, the Renegade map campaign continues with the release of Oracle, a new single player PvE scenario. In this new map, Moon provides a prophecy that will guide players to unite the fire tribes. While Moon delivers a terrible performance as an oracle, players need to provide impressive effects. When Blight's Witch Doctor senses your plot, he interferes and will add some unforeseen challenges to the goal of uniting the fire tribes.

BattleForge is a Play4Free game that 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*TM with a fully enabled, online collectible community, *BattleForge* pioneers strategy gaming with its online multiplayer design and community features set. The collectible 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.

The new *BattleForge* Renegade Booster Packs are available at the in-game store and can be purchased for 250 *BattleForge* points or \$2.50. To download the Play4Free version of *BattleForge*, players can visit www.battleforge.com and click Play4Free. Players can also follow the game on Twitter at @battleforge. *BattleForge* is available exclusively for the PC. There is no subscription fee. Developed at Phenomic Studio, *BattleForge* has been rated "T" for Teen by the ESRB and 12+ for PEGI. For more information about *BattleForge*, visit www.BattleForge.com.

About Electronic Arts

Electronic Arts Inc. (EA), headquartered in Redwood City, California, is 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: EATM, EA SPORTSTM, EA MobileTM and POGOTM. 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. 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

Scott Gamel, 650-628-7286

sgamel@ea.com

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