



EA Los Angeles Launches Command & Conquer Red Alert 3 Commander's Challenge on Xbox LIVE Today

More Red Alert Action for Consoles Now Available for Under \$10

LOS ANGELES, Sep 16, 2009 (BUSINESS WIRE) -- Electronic Arts Inc. (NASDAQ:ERTS) today announced that *Command & Conquer(TM) Red Alert(TM) 3 Commander's Challenge*, a new action-packed chapter in the storied *Command & Conquer* franchise, is available now for download on Xbox LIVE and on September 24th at the PlayStation Store. Players can challenge the world's toughest commanders and conquer the world in a gauntlet of 50 unique challenges for 800 Microsoft Points at the Xbox LIVE Marketplace and \$9.99 at the PlayStation Store. *Command & Conquer Red Alert 3 Commander's Challenge* is a standalone arcade title and does not require *Command & Conquer Red Alert 3* to play.

"With more than thirty hours of fun and compelling RTS entertainment, *Command and Conquer Red Alert 3 Commander's Challenge* delivers the ultimate RTS gameplay experience console players have been waiting for," said Wes Eckhart, Producer of *Command & Conquer Red Alert 3 Commander's Challenge* at EA Los Angeles. "Each of the 50 challenges throws players into unique scenarios full of over-the-top twists and challenges. From armies of Japanese school girls and giant Soviet war bears to wrestling legend Ric Flair and more, *Commander's Challenge* offers fresh and fun gameplay at an unbeatable price."

As players progress through the gauntlet, they will gradually unlock more units, technology and new challenges. Each challenge is equipped with a par time that will challenge even the most competitive and skilled *Command & Conquer* fans. *Command & Conquer Red Alert 3 Commander's Challenge* will also feature the high-quality live-action cinematics the franchise is known for, including 16-time world heavyweight wrestling champion - "Nature Boy" Ric Flair and others.

Command & Conquer Red Alert 3 Commander's Challenge is developed at EA Los Angeles and is rated 'T' for Teen by the ESRB and '16+' by PEGI. For more information about the game, please visit www.commandandconquer.com or follow the community and development team on Twitter at http://twitter.com/ea_apoc.

About Command & Conquer

The groundbreaking *Command & Conquer* franchise was one of the first to introduce players to the modern RTS genre, has spawned over a dozen PC titles, and ranks in the top 5 best-selling PC franchises of all-time according to the NPD Group. *Command & Conquer 3 Tiberium Wars(TM)* was the number #1 selling PC RTS of 2007 and won numerous awards, including the "Strategy/Simulation Game of the Year" award from the Academy of Interactive Arts and Sciences. Additionally, *Command & Conquer Red Alert 2* and *Command & Conquer Generals* were the number one best-selling* PC RTS titles in 2000 and 2003 respectively. *Command & Conquer(TM) Red Alert(TM) 3* won the 2008 "Strategy/Simulation Game of the Year" award from the Academy of Interactive Arts and Sciences. Collectively, the series has sold more than 30 million units worldwide to date. The franchise boasts one of the largest and most active fan communities in the world. For more information on *Command & Conquer* series, please visit www.CommandAndConquer.com.

* According to NPD Group

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: EA(TM), EA SPORTS(TM), EA Mobile(TM) and POGO(TM). 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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