EA's Play4Free Game BattleForge Is the First to Support Microsoft DirectX 11

Epic Online RTS Sees Performance Boost and Increased Graphic Fidelity With Microsoft DirectX 11

REDWOOD CITY, Calif., Oct 05, 2009 (BUSINESS WIRE) -- Phenomic(TM), an Electronic Arts Inc. (NASDAQ:ERTS) studio, today announced that the Real-Time Strategy (RTS) game, *BattleForge*(TM)*,* is the first title to leverage Microsoft's DirectX*(R)* 11 and AMD's new ATI(TM) graphic processor chipset. *BattleForge* players will now experience unparalleled graphic performance and even richer visuals including DirectX 11 specific features like high definition ambient occlusion (HDAO). *BattleForge* is available as a free* download at www.battleforge.com.

"*BattleForge* is one of EA's first Play4Free games and being able to support DirectX 11, this is another significant first for the title," said Ben Cousins, General Manager of *BattleForge* and *Battlefield Heroes* at Electronic Arts. "The enhanced capabilities of DirectX 11 and the new AMD cards combine with the depth and intensity of *BattleForge* to create an experience which is truly unmatched in the Play4Free space."

"By delivering the first DirectX 11 game, the team at Phenomic is demonstrating its commitment to the many fans of *BattleForge*," said Rick Bergman, senior vice president and general manager, Products Group, AMD. "When matched with our cutting-edge DirectX 11 graphics hardware, the jump to DirectX 11 helps ensure an improved game experience both in terms of performance and image quality."

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 in 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.

To download *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.

*Internet connection required.

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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