



Command & Conquer 4 Tiberian Twilight Hits Store Shelves March 16

Best-Selling RTS-Series Launches New Installment with Special Pre-Order Incentives

LOS ANGELES, Nov 12, 2009 (BUSINESS WIRE) -- Welcome to the beginning of the end! Electronic Arts Inc. (NASDAQ:ERTS) today announced that gamers worldwide will experience an all-new way to play RTS games when **Command & Conquer(TM)4 Tiberian Twilight** hits store shelves beginning March 16th. *Command & Conquer 4 Tiberian Twilight* brings the 15 year-long fan-beloved Tiberium saga to an epic and stunning conclusion and offers players innovative and compelling strategic depth through its new class-based gameplay, mobile bases and experience system throughout all game modes. EA also announced the first pre-order incentives for *Command & Conquer 4 Tiberian Twilight*. Fans who pre-order the game now will receive early access to the upcoming beta program, the game's official soundtrack and an exclusive prequel bonus mission.**

"Finally, fans will learn what happens to Kane, Nod, GDI, Earth and Tiberium when *Command & Conquer 4 Tiberian Twilight* hits store shelves March 16th," said Mike Glosecki, Lead Producer of *Command & Conquer 4 Tiberian Twilight* at EA Los Angeles. "We can't wait for fans to experience the trademark C&C action with the new level of strategic depth we have added, especially with our new experience system."

Command & Conquer 4 Tiberian Twilight throws players into the epic battles between the Global Defense Initiative (GDI) and the Brotherhood of Nod with its enigmatic leader Kane. With its new experience and class-based systems that are persistent across all game modes, *Command & Conquer 4 Tiberian Twilight* sticks to the action-packed gameplay fans have come to love while offering them entirely new ways to play *Command & Conquer*. Whether conquering alone, in co-op mode or in an all-new 5v5 objective-based multiplayer mode, *Command & Conquer 4 Tiberian Twilight* delivers an innovative social real-time-strategy experience never seen before in a *Command & Conquer* game.

Pre-orders are now available at <http://www.commandandconquer.com/preorder> and include early access into the multiplayer beta program, the official soundtrack of *Command & Conquer 4 Tiberian Twilight* as well as an additional bonus mission.

Command & Conquer 4 Tiberian Twilight is being developed for the PC at EA Los Angeles and will be available in North America on March 16th 2010 and in Europe on March 19th. The game has not yet been rated by the ESRB or 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. Gametrailers TV on Spike TV will reveal the very first gameplay trailer for *Command & Conquer Tiberian Twilight* in tonight's episode and on www.gametrailers.com.

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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** Restrictions apply. See actual pre-order offer for details.

Photos/Multimedia Gallery Available: <http://www.businesswire.com/cgi-bin/mmg.cgi?eid=6098354&lang=en>

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