



EA's Command & Conquer 4 Tiberian Twilight Deploys Worldwide

Final Chapter of Critically-Acclaimed RTS Franchise Hits Stores Today

LOS ANGELES, Mar 19, 2010 (BUSINESS WIRE) -- The beginning of the end is here. Electronic Arts Inc. (NASDAQ:ERTS) today announced that *Command & Conquer(TM) 4: Tiberian Twilight* is now available on retail shelves worldwide. *Command & Conquer 4: Tiberian Twilight* offers gamers a revolutionary take on the classic real time strategy (RTS) gameplay and unforgettable twists to conclude the 15-year long Tiberium saga.

"For the last decade and a half, fans have followed the twists and turns in the *Command & Conquer* fiction. Now, they will finally get answers about the intense battle between the GDI and NOD as the epic Tiberium saga comes to a stunning conclusion in *Command & Conquer 4: Tiberian Twilight*," said Lead Designer, Samuel Bass. "We can't wait for players to experience the grand finale that's been fifteen years in the making."

Command & Conquer 4: Tiberian Twilight delivers an innovative new approach to strategy gaming, now with more intense battles and more competitive play amongst friends with fresh new missions that are streamed directly into the game. *Command & Conquer 4: Tiberian Twilight* sticks to the action-packed gameplay fans have come to love while introducing class-based systems that are persistent across all game modes while taking the game online for a more refreshing and social gameplay experience. Whether conquering alone, in co-op mode or in an all-new 5v5 objective-based multiplayer mode, *Command & Conquer 4: Tiberian Twilight* will dazzle fans with its many plot twists and larger-than-life battles between GDI and the Brotherhood of Nod, led by the enigmatic Kane.

In honor of the release of *Command & Conquer 4: Tiberian Twilight*, EA is offering two of the classic *Command & Conquer* games that helped establish the franchise as a leader in the genre: *Command & Conquer 2: Tiberian Sun* and its expansion pack *Command & Conquer 2: Tiberian Sun - Firestorm*. Both games are available as free* downloads at <http://www.commandandconquer.com/classic>.

Command & Conquer 4: Tiberian Twilight has been developed for the PC at EA Los Angeles and is available now for \$49.99 in North America and in Europe. The game is rated T for Teen by the ESRB and 16+ by the PEGI. *Command & Conquer 4: Tiberian Twilight* can be found at retail locations nationwide or can be downloaded digitally through the EA Store at: <http://www.ea.com/games/command-and-conquer-4>. For more information about *Command & Conquer 4 Tiberian Twilight* please visit www.commandandconquer.com or follow the community and development team on Twitter at http://twitter.com/ea_apoc.

*Internet connection required.

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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SOURCE: Electronic Arts Inc.

fortyseven communications
Chase Colasonno, 212-391-4707
chase@fortyseven.com

or

Electronic Arts Inc.
Amanda Taggart, 650-628-2974
Sr. PR Manager
ataggart@ea.com

Tammy Schacter, 650-628-7223
Sr. Director
tschachter@ea.com

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