



## EA's Phenomic Introduces Strategy Game 'Lord of Ultima'

### ***Free-To-Play Web-Based Game Transports Players to Legendary Ultima Universe***

REDWOOD SHORES, Calif., Apr 20, 2010 (BUSINESS WIRE) -- Phenomic(TM), an Electronic Arts Inc. (NASDAQ:ERTS) studio, announced today *Lord of Ultima*<sup>(TM)</sup>, a new browser-based online strategy game, is available worldwide for free\* starting today. *Lord of Ultima* immerses players in a brand-new, deeply-rich strategy game set within the Ultima universe. The game introduces innovative social features, such as advanced trading, alliance creation, online chat and community forums, which make for an endlessly entertaining experience.

"*Lord of Ultima* was designed to ensure that everyone, from strategy newcomers to diehard fans, can make it to the top of the leader board," said Volker Wertich, Creative Director at Phenomic. "Phenomic is committed to building dynamic communities that delight players as they interact with the game, each other and the legendary world of *Ultima*."

To become the Lord of Ultima, players will master the arts of diplomacy and trade, as well as the military activities of spying, plundering, and the takeover of enemy cities. Set in the new world of Caledonia, players start the game as eager conquerors in the early stages of raising an empire, and then move from developing a humble village and evolving it into a prosperous, highly customized capital. Players can flourish as peaceful merchants by trading resources over land or sea and using diplomacy. They can also become feared conquerors, by creating mighty armies of knights and mages to crush enemies.

*Lord of Ultima* is a free-to-play MTX browser-based game. No download or installation is needed and players do not need to register to play. *Lord of Ultima* is available in English and German and is playable now by visiting [www.lordofultima.com](http://www.lordofultima.com).

\*Internet Connection Required

### **About Electronic Arts**

Electronic Arts Inc. (EA), 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<sup>TM</sup>, EA SPORTS<sup>TM</sup>, EA Mobile<sup>TM</sup> and POGO<sup>TM</sup>. 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](http://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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