



## EA Launches Legendary Franchise as Free-to-Play Title with *Command & Conquer Tiberium Alliances*

*Register Now to Join the Open Beta -- Forge Alliances, Fight and Conquer Territory in a Quest for World Domination*

INGELHEIM, Germany--(BUSINESS WIRE)-- Phenomic™, the Electronic Arts Inc. (NASDAQ: EA) studio dedicated to developing best-in-class free-to-play games, today announced that *Command & Conquer™ Tiberium Alliances* now in open beta. The latest entry in EA's Play4Free portfolio of games, *Command & Conquer Tiberium Alliances* is a massively multiplayer online (MMO), browser-based, free-to-play strategy game that delivers a whole new way for players to experience the *Command & Conquer* Tiberium universe. Players harvest valuable resources, foster strategic alliances and engage in relentless battles as they strive for world domination. With in-game news and status feeds, players get frequent updates, creating a completely interactive and dynamic gameplay experience that has gamers strategizing, reacting, and adapting on the spot. The Open Beta goes live today globally at [www.tiberiumalliances.com](http://www.tiberiumalliances.com).

*Command & Conquer Tiberium Alliances* breaks new ground by being the first free-to-play cross-platform, MMO strategy game. In the next few months, the game will offer cloud-saved data, accessible across web browsers and mobile devices, allowing gamers to play from home at their desktop or on the go from their smartphones or tablets.

*Command & Conquer Tiberium Alliances* is one of two highly-anticipated releases in the *Command & Conquer* franchise. In December 2011, it was announced that internationally acclaimed developer, BioWare are developing *Command & Conquer Generals 2* utilizing the advanced Frostbite™ 2 game engine.

For more information on *Command & Conquer Generals 2*, please visit [www.commandandconquer.com](http://www.commandandconquer.com), and for information on *Command & Conquer Tiberium Alliances* and to join the Open Beta\*, please visit [www.tiberiumalliances.com](http://www.tiberiumalliances.com). Press assets for *Command & Conquer Tiberium Alliances* are available at [www.info.ea.com](http://www.info.ea.com).

\*Access to Open Beta requires an Origin account and acceptance of Digital Services Agreement.

### 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™* 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™* and *Command & Conquer Generals* were the number one best-selling\* PC RTS titles in 2000 and 2003 respectively. *Command & Conquer Red Alert 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 the *Command & Conquer* series, please visit [www.CommandAndConquer.com](http://www.CommandAndConquer.com).

### About Electronic Arts

Electronic Arts (NASDAQ:EA) is a global leader in digital interactive entertainment. The Company's game franchises are offered as both packaged goods products and online services delivered through Internet-connected consoles, personal computers, mobile phones and tablets. EA has more than 100 million registered players and operates in 75 countries.

In fiscal 2011, EA posted GAAP net revenue of \$3.6 billion. Headquartered in Redwood City, California, EA is recognized for critically acclaimed, high-quality blockbuster franchises such as *The Sims™*, *Madden NFL*, *FIFA Soccer*, *Need for Speed™*, *Battlefield™*, and *Mass Effect™*. More information about EA is available at <http://info.ea.com>.

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