



August 15, 2012

EA Announces Command & Conquer a New Free-to-Play Destination Powered by Frostbite 2

Command & Conquer Generals 2 Transforms into a New Digital Platform for the Legendary Strategy Franchise

Generals Universe to be the First of Many Free Offerings; Closed Beta Signups Begin Today

COLOGNE, Germany--(BUSINESS WIRE)-- Today at gamescom, the world's largest trade fair and event for interactive games and entertainment, Electronic Arts Inc. (NASDAQ: EA) took a bold step to spearhead the industry's digital revolution and announced *Command & Conquer*. The previously announced *Command & Conquer Generals 2* has been transformed to be a part of this new digital experience, giving gamers complete access to the cutting-edge visuals, sound and destruction of a full, AAA strategy game — for free. The new online platform and service will launch in 2013, with the *Generals* universe representing the first of many free offerings within the storied franchise EA is planning to launch with *Command & Conquer*.

With a familiar blend of cerebral, strategic gameplay and fun, fast-paced action, *Command & Conquer* will deliver an authentic and modern RTS experience that will instantly exhilarate longtime fans and captivate new players. Gamers can sign up for a chance to be among the first to try the closed beta of *Command & Conquer* at www.CommandandConquer.com/free.

"We are thrilled about this opportunity to transform *Command & Conquer* into a premier online experience," said Jon Van Caneghem, VP/GM at EA. "For nearly two decades, this franchise has existed as something you buy; now we are creating a destination where our fans will be able to access the entire *Command & Conquer* universe, starting with *Generals* and continuing with *Red Alert*, *Tiberium* and beyond. With Frostbite 2, we are able to keep an emphasis on the AAA quality our consumers expect while staying true to the RTS gameplay they know and love — all available online for free."

An all-out war rages in *Command & Conquer*, as players take control of multiple factions, compete for resources, build up operation bases and lead massive batteries of tanks, soldiers and aircrafts into battle. With incredibly detailed units, fully destructible environments, dynamic physics and exhilarating visual effects, *Command & Conquer* is poised to re-define what gamers expect from a strategy game. Heralding feedback driven design, *Command & Conquer* will evolve and develop with an expanding array of new content based on community response.

Command & Conquer will be available as a free, client-based game for the PC in 2013. For more information on and to register for a chance to be selected for closed beta access, please visit www.CommandandConquer.com/free. Follow the game on Twitter at <http://twitter.com/OfficialCnC> or "Like" *Command & Conquer* on Facebook® at <http://facebook.com/commandandconquer>. Press assets are available at www.info.ea.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 real-time strategy 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™ 2* 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. *Command & Conquer Tiberium Alliances*, recent entry in EA's Play4Free portfolio of games, is a massively multiplayer online (MMO), browser-based, free-to-play strategy game that recently surpassed one million players since launching in May 2012. 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.

About Electronic Arts

Electronic Arts (NASDAQ: EA) is a global leader in digital interactive entertainment. The Company delivers games, content and online services for Internet-connected consoles, personal computers, mobile phones, tablets and social networks. EA has more

than 220 million registered players and operates in 75 countries.

In fiscal 2012, EA posted GAAP net revenue of \$4.1 billion. Headquartered in Redwood City, California, EA is recognized for a portfolio of critically acclaimed, high-quality blockbuster brands such as The Sims™, Madden NFL, FIFA Soccer, Need for Speed™, Battlefield™ and Mass Effect™. More information about EA is available <http://info.ea.com>.

Command & Conquer, Command & Conquer Red Alert, The Sims and Need for Speed are trademarks of Electronic Arts Inc. Mass Effect is a trademark of EA International (Studio and Publishing) Ltd. Battlefield is a trademark of EA Digital Illusions CE AB. John Madden, NFL and FIFA are the property of their respective owners and used with permission. Facebook is a registered trademark of Facebook, Inc. Twitter is a registered trademark of Twitter, Inc. All other trademarks are the property of their respective owners.

Electronic Arts Inc.
Alana Logan, 512-287-7732
Sr. Publicist, EA
alogan@ea.com
Shirley Chu, 514-664-8207
PR Manager, EA
shirleyc@ea.com
Andrew Wong, 650-628-2781
Director of PR, EA
anwong@ea.com

Source: Electronic Arts Inc.

News Provided by Acquire Media