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## Crytek and Renowned Filmmaker Albert Hughes Announce "The 7 Wonders of Crysis 3" Cinematic Video Series

*Famed Director Set to Unveil the Secrets of New York City's Urban Rainforest in Crysis 3, the Premiere Sandbox Shooter Coming February 19, 2013*

REDWOOD CITY, Calif.--(BUSINESS WIRE)-- Electronic Arts Inc. (NASDAQ: EA) and award-winning developer Crytek GmbH today announced a creative partnership with renowned filmmaker Albert Hughes to produce an online video series inspired by the upcoming sandbox shooter, *Crysis 3*. Entitled, "The 7 Wonders of *Crysis 3*", this cinematic series will set the stage for this latest installment in the *Crysis* series and introduce weapons, enemies, and gameplay features new to the franchise. These cinematic shorts will also showcase the stunning visuals, dynamic environments of the urban rainforest and intense adaptive warfare fans can expect when *Crysis 3* ships on February 19, 2013 in North America and on February 21 in Europe.



The 7 Wonders of Crysis 3 (Photo: Business Wire)

Albert was intimately involved with the development team at Crytek, writing the scripts, storyboards and shot plan for each video that was created entirely using in-game assets powered by Crytek's revolutionary CryENGINE® 3 technology.

"The goal with 'The 7 Wonders of *Crysis 3*' video series is to reveal the incredible world we have been building for *Crysis 3* and to let CryENGINE take center stage to highlight the power of our state-of-the-art game engine," said Cevat Yerli, Chief Executive Officer of Crytek. "We've worked closely with Albert on this project and think that the 7 Wonders series will show the leaps and bounds that *Crysis 3* is making over its predecessors."

Powered by Crytek's proprietary CryENGINE, *Crysis 3* advances the state of the art with unparalleled visuals and dynamic shooter gameplay. Players take on the role of 'Prophet' as he returns to New York only to discover that the city has been encased in a Nanodome created by the corrupt Cell Corporation. The New York City Liberty Dome is a veritable urban rainforest teeming with overgrown trees, dense swamplands and raging rivers. Within the Liberty Dome, seven distinct and treacherous environments become known as the 7 Wonders. This dangerous new world demands advanced weapons and tactics, including the Nanosuit. Equipped with superhuman powers including cloaking, armor and enhanced visor abilities, the Nanosuit is the ultimate tool that allows players to assess, adapt and attack whatever the 7 Wonders throws at them. In addition to the Nanosuit, players will wield the powerful Predator bow and devastating alien weaponry to become the deadliest hunter on the planet.

The debut episode of "The 7 Wonders of *Crysis 3*" entitled "Hell of a Town" will debut on December 12, 2012. Developed by Crytek and powered by the proprietary cutting edge CryENGINE technology, *Crysis 3* will be available for the Xbox 360® video game and entertainment system, PlayStation®3 computer entertainment system and PC. For more information on *Crysis 3*,

"When EA and Crytek approached me about being involved in creating 'The 7 Wonders of *Crysis 3*' video series, I liked the idea of creating emotional stories using only computer generated images," stated Albert Hughes. "The challenge of producing something intensely human without ever seeing a human on screen was incredibly compelling, and the technology of the CryENGINE that Crytek developed enabled me to do that and venture into a completely unique medium of storytelling."

At 20 years old, filmmaker Albert Hughes shot to stardom when he and his twin brother, Allen, wrote and directed the seminal film, *Menace II Society*. Albert then went on to co-direct such critically-acclaimed films including *Dead Presidents*, *From Hell* and *Book of Eli*. For "The 7 Wonders of *Crysis 3*" video series,

please visit [www.crysis.com](http://www.crysis.com), and for the latest news visit [www.facebook.com/crysis](http://www.facebook.com/crysis) or follow us on Twitter at [www.twitter.com/crysis](http://www.twitter.com/crysis). Press assets for Crysis 3 are available at [www.info.ea.com](http://www.info.ea.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 250 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://www.info.ea.com>.

## About Crytek GmbH

Crytek GmbH ("Crytek") is an independent company at the forefront of the interactive entertainment industry, and is dedicated to pushing the boundaries of gaming by creating standout experiences for Xbox 360, PlayStation 3, PC, mobile devices and games-as-service using their cutting-edge 3D-Game-Technology, CryENGINE®.

The company's headquarters are in Frankfurt am Main (Germany). Crytek also has studios in Kiev (Ukraine), Budapest (Hungary), Sofia (Bulgaria), Seoul (South Korea) and Nottingham (UK) and Shanghai (China).

Since its foundation in 1999, Crytek has consistently been recognized for excellence in its field, earning accolades such as the 2011 Develop Award for Best Independent Studio and a 2010 Red Dot Design Award. Its multi-award winning games include Far Cry®, Crysis® (awarded best PC Game of E3 2007 and Best Technology at the 2008 Game Developers Choice Awards), Crysis Warhead® (awarded Best Graphics Technology at IGN Best of 2008 Awards) and Crysis® 2 (awarded Best Shooter of E3 2010 and Gamescom 2010).

For more information, please visit [www.crytek.com](http://www.crytek.com).

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Photos/Multimedia Gallery Available: <http://www.businesswire.com/multimedia/home/20121205005894/en/>

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