



February 19, 2013

## Suit Up and Begin the Hunt! EA and Crytek Launch *Crysis 3* — The Premiere Action Game of the Season

*Players Experience Intense Tactical Combat in the Volatile but Visually Stunning Overgrown Urban Rainforest of New York City*

REDWOOD CITY, Calif.--(BUSINESS WIRE)-- Get ready to become the deadliest hunter on the planet. Today Electronic Arts Inc. (NASDAQ: EA) and award-winning developer Crytek GmbH announced that ***Crysis 3***, the only game that arms players with the superpowers of the series' signature Nanosuit, is available now at retail stores and [Origin.com](http://Origin.com). Powered by Crytek's proprietary CryENGINE®, *Crysis 3* is celebrated by critics for its unparalleled visuals, dynamic tactical gameplay and its deep multiplayer suite. *Crysis 3* launches with strong reviews from the world's top game critics, among them: 92% from GameStar Germany, 9 out of 10 from GameTrailers, 90% from CD Action in Poland, 85% from Games Master in the UK and a 9 out of 10 from Multiplayer.it in Italy. Additionally, the New York Daily News has stated that *Crysis 3* is "the most beautifully and technically marvelous video game to date", giving the game a perfect 5 star review.

Retailers around the world are also getting ready for this week's big launch, with Bob Puzon, Vice President of Merchandising at GameStop stating that "*Crysis 3* is tracking to exceed *Crysis 2*, making it the biggest launch in the franchise history."

"With its exciting combination of sandbox gameplay, intense tactical warfare and powerful weapons including the signature Nanosuit, *Crysis 3* delivers the best of what the *Crysis* franchise is known for and is the pinnacle of the series," stated Cevat Yerli, CEO of Crytek. "By leveraging the power of CryENGINE we are able to create a *Crysis 3* experience that is not only visually stunning but also rich in gameplay and narrative, complete with an enhanced multiplayer suite that will provide fans plenty of fun beneath the Liberty Dome of NYC."

Developed by Crytek and powered by the proprietary cutting edge CryENGINE technology, *Crysis 3* is the next installment in the award-winning *Crysis* franchise. The series is known for its spectacular visuals, dynamic, open gameplay and its signature Nanosuit that grants players unique powers to assess, adapt and attack in any situation. In *Crysis 3*, players return to the fight as Prophet on his quest to save mankind. Set in New York, the city has been encased in a Nanodome that has turned this once thriving metropolis into a veritable urban rainforest teeming with overgrown trees, dense swamplands and raging rivers. Seven distinct and treacherous environments become known as the 7 Wonders. This dangerous new world demands advanced weapons and strategies, including the enhanced Nanosuit which provides players a tactical advantage. In addition to the powerful Nanosuit, players wield the devastating Predator bow and cutting-edge alien weaponry to become the deadliest hunter on the planet.

*Crysis 3* also contains a robust multiplayer experience featuring 12 visually stunning maps and eight heart-pounding gameplay modes including the all new Hunter mode. An asymmetrical, time based mode, Hunter mode pits 2 players vs. 10 (2 vs. 14 on PC) in matches that begin with two cloaked hunters stalking 10 opposing CELL troopers. Armed only with enhanced Nanosuits and the lethal Predator bow, hunters must systematically stalk and kill the CELL operatives, who in turn must work together as a team as they fight to stay alive before the round ends. The twist is that once a CELL trooper is killed, that player will then respawn as a hunter, joining the others in their attempt to eliminate the remaining CELL operatives before the clock strikes zero. *Crysis 3* multiplayer will also feature the debut of the New York Feed, a brand new in-game social feed that will showcase the accomplishments of gamers and their friends while offering dynamic challenges to complete.

*Crysis 3* is available now in North America for the Xbox 360® videogame and entertainment system, PlayStation®3 computer entertainment system and PC via [Origin.com](http://Origin.com) and will be available in Europe on February 22. For more information on *Crysis 3*, 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 275 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>.

## 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).

Crysis, Crytek and CryENGINE are registered trademarks of Crytek GmbH in the USA, Germany and/or other countries. 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. PlayStation is a registered trademark of Sony Computer Entertainment Inc. Xbox and Xbox 360 are trademarks of the Microsoft group of companies. Facebook is a registered trademark of Facebook, Inc. All other trademarks are the property of their respective owners.

EA Games Label  
Devin Bennett, 212-672-0716  
PR Manager  
[devinb@ea.com](mailto:devinb@ea.com)  
Andrew Wong, 650-628-2781  
PR Director  
[anwong@ea.com](mailto:anwong@ea.com)  
Tammy Levine, 650-628-7223  
VP, PR  
[tlevine@ea.com](mailto:tlevine@ea.com)

Source: Electronic Arts Inc.

News Provided by Acquire Media