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Respawn Entertainment Unveils Titanfall

*The Visionaries that Defined Gaming for a Generation are Back ...
And Ready to Do it All Again*

Game Coming Exclusively to the Xbox Platform — Xbox One and Xbox 360 — and PC in 2014

LOS ANGELES--(BUSINESS WIRE)-- Electronic Arts Inc. (NASDAQ: EA) and independent videogame developer Respawn Entertainment today revealed the world debut of *Titanfall*[™], the studio's inaugural title. Crafted by one of the co-creators of *Call of Duty* and other key developers behind the *Call of Duty* franchise, *Titanfall* is among the most highly anticipated of E3 2013, having been shrouded in mystery for nearly three years. The visionaries at Respawn have drawn inspiration from their proven experience in first-person action gaming, and are building on that pedigree by taking a new approach to game design and creating an all-new universe with *Titanfall*. The game is entirely multiplayer, in a new experience that combines fast-paced multiplayer action with the heroic set piece moments traditionally found in campaign mode. Set in a distant frontier torn apart by war, players will have the freedom to switch between fighting as elite assault Pilots or agile, heavily armored, 24-foot tall Titans. To see the [announcement trailer for Titanfall](#), please visit the game's official web site www.titanfall.com.

"It's an exciting time in the industry and it feels like the perfect time to be unveiling *Titanfall*," said Vince Zampella, a Co-Creator of *Call of Duty* and Co-Founder of Respawn Entertainment. "Our passion at Respawn is games and we are focused on bringing something exciting to kick off the next generation of software."

The universe of *Titanfall* juxtaposes small vs. giant, natural vs. industrial and man vs. machine. The game drops players into a conflict between the Interstellar Manufacturing Corporation (IMC) and the Militia as elite Pilots. With the ability to shift back and forth between pilot and Titan, players will have the freedom to change tactics on the fly, attacking or escaping depending on the situation. *Titanfall* Game Director Steve Fukuda added, "In addition to infusing the multiplayer experience with cinematic flavor, we've been rethinking fundamental combat and movement in the genre. *Titanfall* is unique in the way that it places equal emphasis on two drastically different and new ways to move and fight in a first-person shooter. The intersection of the two is a big part of what give *Titanfall* its iconic identity."

Available spring 2014, *Titanfall* will be available for Xbox One®, the all-in-one games and entertainment system from Microsoft, PC and Xbox 360® games and entertainment system from Microsoft. The Xbox 360 version of *Titanfall* is in development at an external development studio with support from Respawn. For more information on the game, please visit www.titanfall.com. Follow the game on Twitter at www.twitter.com/titanfallgame or Facebook at www.facebook.com/titanfallgame. Press assets are available at <http://info.ea.com>.

About Respawn Entertainment

Founded in 2010, Respawn Entertainment is an independent videogame development studio based in Van Nuys, California. The studio was formed by Vince Zampella and Jason West, former co-founders of Infinity Ward and two of the co-creators of the multi-billion dollar franchise *Call of Duty*[™]. More information about the company is available at www.respawn.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 and tablets. EA has more than 285 million registered players and operates in 75 countries.

In fiscal year 2013, EA posted GAAP net revenue of \$3.8 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 at www.ea.com/news.

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