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Respawn Unveils Official Titanfall Merchandise

Fans Can Get Their Hands on Premium Gaming Peripherals, Apparel, Accessories, Strategy Guides and More

VAN NUYS, Calif.--(BUSINESS WIRE)-- Electronic Arts (NASDAQ:EA) and acclaimed independent videogame developer Respawn Entertainment today announced a full line of licensed products celebrating the upcoming release of *Titanfall*[™]. Winner of more than 80 coveted awards from critics around the world, *Titanfall* is the first original shooter on next-gen and is winning over fans with its thrilling, dynamic first-person action gameplay featuring elite assault pilots and agile, heavily-armored, 24-foot titans. *Titanfall* delivers a unique world that combines pure adrenaline, wall-running, double-jumping action with powerful, fast-paced titan warfare to set the new bar for online multiplayer gameplay.

Providing players new ways to engage and connect with the *Titanfall* brand, a wide range of licensed merchandise will be available including the *Titanfall* standard and collector's edition strategy guides from Prima Games, premium gaming peripherals from Turtle Beach and MadCatz, apparel from Jinx! and Level Up Wear and Titan constructions sets from K'NEX. The full line of *Titanfall* licensed products consists of:

1. Turtle Beach Xbox One Headset
2. MadCatz PC gaming peripherals including Keyboard, Xbox 360 headset, PC/MAC/Smart Device Headset, Mouse and Mouse Pad
3. Prima Standard and Collector's Edition Strategy Guides
4. Titan Publishing Art Book
5. JINX! Apparel & Accessories
6. Level Up Wear Apparel and Accessories
7. Posters by Trends and GB Eye
8. EP Memory USB Drives and Cases
9. K'NEX Construction Sets

Crafted by key developers behind the CALL OF DUTY franchise, *Titanfall* delivers heart-pounding multiplayer action combined with dramatic, cinematic moments that lets players enjoy the fiction and characters of the universe without having to leave their favorite online multiplayer mode. Set in the near future on a distant frontier torn apart by war, *Titanfall* drops players in the middle of a conflict between the Interstellar Manufacturing Corporation and the Militia. The freedom to shift back and forth between pilot and titan allows players to change tactics on the fly, attacking or escaping depending on the situation and extending the action vertically to new heights.

Titanfall will be available for Xbox One, Xbox 360 and PC on March 11, 2014 in North America, and beginning March 13, 2014 in Europe. For more information on the game and how to pre-order, please visit www.titanfall.com. Join the conversation on Twitter® at [www.twitter.com/titanfallgame](https://twitter.com/titanfallgame) and #Titanfall, or on Facebook® at www.facebook.com/titanfallgame. Press assets are available at 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[™]. *Titanfall* is the studio's debut title. 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 300 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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