



March 11, 2014

## Your Titan is Now Ready - Respawn Entertainment and EA Launch Titanfall Today

*The Most Anticipated Video Game of 2014 is Available Now in North America Exclusively for Xbox One and PC*

Watch the Official Titanfall Launch Trailer [Here](#)

VAN NUYS, Calif.--(BUSINESS WIRE)-- Electronic Arts Inc. (NASDAQ: EA) and independent videogame developer Respawn Entertainment announced that **Titanfall™** is now available at retail stores across North America exclusively for Xbox One®, the all-in-one entertainment system from Microsoft and on [Origin.com](#) for PC. Since its unveiling last June, *Titanfall* has seized the attention of gamers around the world with its exhilarating first-person action gameplay centered on the dynamic between elite assault pilots and agile, heavily-armored, 24-foot titans. The game has been praised by critics and fans for delivering a unique, fun and thrilling experience while setting a new bar for online multiplayer gameplay. GameSpot claims "*Titanfall* is a leap forward for shooters", while Rolling Stone calls *Titanfall* "the most anticipated next-generation videogame of the year".

"Creating *Titanfall* has really been an incredible journey for our team at Respawn and we're excited to be able to finally get the game we've been making into everyone's hands," said Vince Zampella, a Co-Creator of CALL OF DUTY and Co-Founder of Respawn Entertainment. "We're a small, tight-knit team, and I'm proud to have come together with them over these last few years to create something that we think pushes the boundaries and is above all else fun."

"*Titanfall* is the result of an amazing partnership between Respawn Entertainment, the Xbox team at Microsoft and EA," said Patrick Soderlund, Executive Vice President, EA Studios. "Combining the talent and vision of the developers at Respawn with the power of Microsoft's Xbox Cloud Compute infrastructure and EA's global publishing reach, *Titanfall* is going to deliver a truly incredible new experience to gamers."

"At Xbox we have a long history of bringing blockbuster multiplayer games to our fans that have redefined what it means to play games with friends and others around the world," said Yusuf Mehdi, Chief Marketing and Strategy Officer, Devices and Studios at Microsoft. "Leveraging the power of Xbox One and in close collaboration with our partners at Respawn Entertainment and Electronic Arts, *Titanfall* is poised to be one of those breakthrough games that ignites the potential of this generation."

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 (IMC) and the Militia. The action is rapid and varied - featuring parkour-style wall running, massive double jumps and the ability to hijack titans. 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 on Xbox One and PC in Europe beginning March 13, 2014 and in the UK on March 14, 2014. The Xbox 360 version, developed by Bluepoint Games, will be available beginning March 25, 2014. For gamers looking to extend the fight on the Frontier, the *Titanfall* Season Pass will deliver three content packs as soon as they become available. The *Titanfall* Season Pass is available at a one-time price of \$24.99 and can now be purchased for the Xbox One [here](#) and on Origin for PC [here](#). The *Titanfall* Season Pass for Xbox 360 will be available starting March 25. For more information on the game, please visit [www.titanfall.com](#). Join the conversation on Twitter® at [www.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 in over 200 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, Need for Speed™, Battlefield™ and Mass Effect™. More information about EA is available <http://www.ea.com/news>.

The Sims, Need for Speed, Mass Effect, Battlefield and Battlefield 4 are trademarks of Electronic Arts Inc. and its subsidiaries. John Madden, NFL and FIFA are the property of their respective owners and used with permission. Titanfall is a trademark of Respawn Entertainment, LLC. Twitter is a registered trademark of Twitter, Inc. Facebook is a registered trademark of Facebook Inc.

Electronic Arts Inc.

Andrew Wong, 650-628-2781

Director of Communications

[anwong@ea.com](mailto:anwong@ea.com)

Devin Bennett, 212-672-0716

Communications Manager

[devinb@ea.com](mailto:devinb@ea.com)

Stephanie Driscoll, 650-628-7890

Publicist

[sdriscoll@ea.com](mailto:sdriscoll@ea.com)

or

Respawn Entertainment

Abbie Heppe, 818-671-4567

Community Manager

[abbie@respawn.com](mailto:abbie@respawn.com)

Source: Electronic Arts Inc.

News Provided by Acquire Media