



EA's Command & Conquer 3: Kane's Wrath for Xbox 360 Ships to Retail

Kane Returns to the Xbox 360 With a New Campaign, Exclusive Kane's Challenge Mode and the Revolutionary CommandStick Interface for Only \$39.99

REDWOOD CITY, Calif., Jun 23, 2008 (BUSINESS WIRE) -- The Dark Messiah is wreaking havoc on consoles again! Electronic Arts Inc. (NASDAQ:ERTS) announced today that Command & Conquer(TM) 3: Kane's Wrath has shipped to retail outlets in North America and Europe for the Xbox 360(TM) video game and entertainment system. The standalone follow up to the award-winning, bestselling real-time strategy game of 2007(1), Command & Conquer 3 Tiberium Wars(TM)(2), Command & Conquer 3: Kane's Wrath for the Xbox 360 contains all of the key features from the PC version while adding exclusive enhancements including the revolutionary CommandStick interface, the all-new Kane's Challenge mode and all of the units, structures and superpowers from Tiberium Wars giving you command over 100 deadly tools of destruction - all for only \$39.99.

"Our team has been very passionate about delivering the same fast, fluid and fun gameplay that has defined the Command & Conquer franchise on the PC to consoles," said Jim Vessella, Command & Conquer 3: Kane's Wrath producer. "Each time we release a new RTS on consoles, we want to make sure we help continue to bridge that platform gap, and with the CommandStick in Command & Conquer 3: Kane's Wrath we are giving players an unprecedented amount of control."

Command & Conquer 3: Kane's Wrath on the Xbox 360 features four gameplay modes, including the all-new and exclusive Kane's Challenge - a grueling gauntlet of 90 matches against nine deadly armies, featuring exclusive cutscenes and taunts from Kane. Skirmish and multiplayer battles are available for up to four players over Xbox LIVE(3), with VisionCam support and over 50 maps to choose from. Players will also be able to enjoy a 13-mission story-driven campaign, told through over 40 minutes of high-definition, full-motion videos starring Natasha Henstridge (Species), Carl Lumbly (Alias) and, of course, Joe Kucan as Kane himself. The epic story spans two decades of Tiberium Lore, focusing on the rebirth of the Brotherhood of Nod after the Second Tiberium War through the dramatic events of the Third Tiberium War and beyond.

For more information about Command & Conquer 3: Kane's Wrath, including a full list of the game's achievements, or the Command & Conquer series, please visit the franchise's official site at www.CommandAndConquer.com. And be sure to check out the latest news about Command & Conquer 3: Kane's Wrath, Command & Conquer Red Alert 3 and all things Command & Conquer on Command & Conquer's own dedicated online programming network, Command & Conquer TV.

Command & Conquer 3: Kane's Wrath has been rated 'T' by the ESRB and '16+' by PEGI and the USK. For more information about ratings, please visit www.esrb.org, www.pegi.info, www.usk.de.

(1) Data according to NPD Group.

(2) Command & Conquer 3: Kane's Wrath on the Xbox 360 does NOT require Command & Conquer 3 Tiberium Wars to play.

(3) Online play requires Gold Xbox LIVE subscription and broadband Internet service.

About Electronic Arts

Electronic Arts Inc. (EA), headquartered in Redwood City, California, is the world's leading interactive entertainment software company. Founded in 1982, the Company develops, publishes, and distributes interactive software worldwide for video game systems, personal computers, cellular handsets and the Internet. Electronic Arts markets its products under four brand names: EA SPORTS(TM), EA(TM), EA SPORTS Freestyle (TM) and POGO(TM). In fiscal 2008, EA posted GAAP net revenue of \$3.67 billion and had 27 titles that sold more than one million copies. EA's homepage and online game site is www.ea.com. More information about EA's products and full text of press releases can be found on the Internet at <http://info.ea.com>.

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