



EA and Crytek Announce Development of Crysis; Award-winning Studio to Create Original Shooter Franchise for PC

REDWOOD CITY, Calif.--(BUSINESS WIRE)--Jan. 30, 2006--Electronic Arts (NASDAQ:ERTS), the world's leading interactive entertainment software company and award-winning developer Crytek, today announced they will bring Crysis, an exciting new first person shooter, to gamers worldwide. Developed by Crytek, the makers of the award-winning Far Cry™, Crysis will be an original first person shooter game for PC based on new intellectual property.

"Our focus has always been on innovating gameplay and technology, and bringing new experiences to gamers through our original intellectual properties," says Cevat Yerli, CEO & President of Crytek. "Crysis will be a showcase for that commitment and will offer gamers from all over the world the next step in FPS gaming."

Shooter fans will face a new kind of gameplay challenge requiring adaptive tactics and customization of weapons and armor in dynamic, hostile environments as mankind struggles to survive in the face of a horrific alien invasion.

Crysis will bring together the creative and technical talent of Crytek with the publishing expertise and unrivalled reach of Electronic Arts. Crysis is to be published by EA following the worldwide relationship announcement between the two companies and is being developed using the leading-edge technology of Crytek's proprietary engine CryENGINE™ 2.

"We are delighted to reach the next level in our relationship with Crytek," says Tom Frisina, Vice-President and General Manager for EA Partners. "Nurturing creative talent and bringing original intellectual property to the world of interactive entertainment is a key focus for EA and EA Partners. Crysis will bring an entirely new FPS experience to gamers everywhere."

About Electronic Arts

Electronic Arts (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 videogame systems, personal computers and the Internet. Electronic Arts markets its products under four brand names: EA SPORTS™, EA™, EA SPORTS BIG™ and POGO™. In fiscal 2005, EA posted revenues of \$3.1 billion and had 31 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>.

About Crytek

Crytek®, Best Independent European Studio 2004 and Best Independent New Studio 2004 worldwide, creator of the multiple awards winning true next generation first person shooter Far Cry is an interactive entertainment development company located in Coburg, Germany. Crytek is dedicated to create exceptionally high quality Video Games for PC and the next generation consoles, with their proprietary cutting edge 3D-Game-Technologies CryENGINE™ and Polybump™.

For further information please visit www.crytek.com.

About EA Partners

Electronic Arts Partners (EAP) is EA's publishing studio that focuses on the development and co-publishing of 3rd party products from throughout the world. EAP titles have been critically acclaimed and commercially successful, including the popular Battlefield franchise that won many prestigious industry awards, produced in a collaboration with Digital Illusions C.E.

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