



EA Announces the Lord of the Rings, the Battle for Middle-earth II for the Xbox 360; Players Can Now Command the Epic Battles of Middle-earth from Their Living Room Couch

REDWOOD CITY, Calif.--(BUSINESS WIRE)--Jan. 13, 2006--Electronic Arts (Nasdaq:ERTS) today announced that the highly anticipated PC game, *The Lord of the Rings™, The Battle for Middle-earth™ II* will make its exclusive console debut when it ships in Summer 2006 on the Xbox 360™. Players can now command epic Middle-earth battles presented in spectacular high-definition from the comfort of their very own couch. To add to the intensity of the experience, *The Lord of the Rings, The Battle for Middle-earth II* for the Xbox 360 is the first game in *The Lord of the Rings™* series that will be playable over Xbox LIVE™(1). Players will be able to challenge friends online and engage in intense, action-packed real-time battles.

"Living these cinematic battles in high-definition with stunning surround sound, all from the comfort of your living room couch on the Xbox 360, is an extraordinary experience," said Louis Castle, VP of Creative Development at EALA. "Adding the ability to battle it out with friends via Xbox LIVE is also really exciting."

Based on the PC version of the same name, *The Lord of the Rings, The Battle for Middle-earth II* for the Xbox 360 will bring players into the heart of Middle-earth to live the battles seen in the blockbuster New Line Cinema films and classic J.R.R. Tolkien literary fiction. The game boasts a new and intuitive console-specific control scheme that will allow novice players to enjoy the game's signature strategy gameplay while giving expert players the flexibility needed to engage in a deeply complex strategy experience. Players will directly control hundreds of units in an attempt to defeat enemy armies, conquer new lands, and seal the fate of Middle-earth.

Developed at EA's Los Angeles studio, *The Lord of the Rings, The Battle for Middle-earth II* for the Xbox 360 offers players a new depth of *The Lord of the Rings* fiction never before explored in an EA console game. The game makers at EALA have brought *The Lord of the Rings* world to life in accordance with an agreement with The Saul Zaentz Company d/b/a Tolkien Enterprises that grants EA the rights to develop games based on the books, in addition to a separate agreement that allows for games based on the New Line Cinema films.

The Lord of the Rings, The Battle for Middle-earth II for the Xbox 360 has not yet been rated by the ESRB and the PC version is rated "T" for Teen by the ESRB. For more information about either game, please visit: www.bfme2.ea.com. For information about all of EA's games, please visit EA's press site at www.info.ea.com.

(1) Online play requires Internet Connection. Xbox Live online play also requires subscription to the Xbox Live 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 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 Tolkien Enterprises

The Saul Zaentz Company d/b/a Tolkien Enterprises is the holder of worldwide motion picture, legitimate stage, merchandising, and other rights in J.R.R. Tolkien's literary works *The Lord of the Rings* and *The Hobbit*. Tolkien Enterprises has been producing and licensing films, stage productions and merchandise based on Tolkien's works for almost 30 years. Its headquarters are in Berkeley, California, and its website may be found at www.tolkien-ent.com.

About New Line Cinema Corporation

Founded almost 40 years ago, New Line Cinema is the most successful independent film company in the world. Its mission is to produce innovative, popular and profitable entertainment in the best creative environment. In addition to the production,

marketing and distribution of theatrical motion pictures, the fully-integrated studio has divisions devoted to home entertainment, television, music, theater, merchandising and an international unit. In 2005, New Line partnered with HBO to form Picturehouse, a new theatrical distribution company to release independent films. A pioneer in franchise filmmaking, New Line's Oscar-winning The Lord of the Rings trilogy is one of the most successful film franchises in history. New Line is a division of Time Warner, Inc. (TWX).

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