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## Electronic Arts and Atlantic Records Sign Licensing Agreement for Road Rash 3D; Combat Motorcycle Racing Video Game Inspires In-Game Music and Multi-Artist Companion Soundtrack

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**Electronic Arts™ a leading global interactive entertainment software company, and The Atlantic Group today announced the signing of a licensing agreement whereby Electronic Arts (EA) will use music from Atlantic recording artists in Road Rash™ 3D, a combat motorcycle racing game for the PlayStation™.**

In addition to providing in-game music to Road Rash 3D, Atlantic will release a companion soundtrack album, a first for the label.

Six Atlantic Group artists, crossing a variety of musical genres, will contribute 17 tracks, a number of which are previously unreleased, to the game's soundtrack. Participating artists include CIV, Full On The Mouth, Kid Rock, The Mermen, Sugar Ray and The Tea Party. The individual sounds and styles of these artists – the multi-platinum, the up-and-coming and cutting edge – ideally reflect the attitudes of the four Road Rash 3D biker gangs.

"Atlantic and Electronic Arts are forging a powerful and exciting relationship that is a natural fit," said Frank Gibeau, director of marketing at Electronic Arts. "By partnering with Atlantic, we're combining two of the top ten leisure time activities for our target audience—playing video games and listening to music. This allows both companies to uniquely increase their exposure – we're bringing Atlantic's music to our customer and vice versa."

The Road Rash franchise is a popular one, having sold more than 2.5 million units worldwide across all platforms.

On April 28, Atlantic will release the companion album, ROAD RASH 3D: THE ALBUM, featuring bonus artists Big Wreck and Fat Joe, along with a number of previously unreleased tracks, some of which were specially composed for the game's soundtrack.

Stepping up with exclusive new album tracks are Sugar Ray (Lava/Atlantic), CIV (Lava/Atlantic), Fat Joe (Mystic/Big Beat/Atlantic), and Kid Rock (Lava/Atlantic), while The Mermen (Mesa/Atlantic) unveil a pair of songs written expressly for the video game – a rare event in the video game world. The album is further highlighted by such popular songs as Sugar Ray's "Mean Machine," along with dramatic audio excerpts from the game itself.

"By joining with Atlantic to boost the role of music in their exciting PlayStation game, EA has insured that players are more completely immersed within the Road Rash racing experience," said Atlantic Records product manager Lee Trink. "Road Rash 3D is remarkable in its ability to offer players CD-quality tunes during gameplay. This makes for a natural union between Atlantic and EA. At the same time, a separate soundtrack album allows for appreciation of the Road Rash 3D music outside the demands of the simulated combat racing experience."

*"It was important for us to choose music that would intensify the gaming experience for the player," said Randy Eckhardt, assistant producer of Road Rash 3D. "The music we chose matches the aggressive, fast pace of Road Rash and gives the player the adrenaline rush they look for while playing Road Rash 3D."*

For those possessing the necessary gear (i.e., a CD ROM drive), the album contains an eye-catching enhanced CD element that calls for a graphic presentation of the video game along with a selection of artist companion videos and an exclusive, in-studio CIV interview clip.

Both EA and Atlantic are implementing a broad-based Internet awareness campaign. Road Rash 3D game and soundtrack information will be available at [www.atlantic-records.com](http://www.atlantic-records.com) and [www.roadrash.com](http://www.roadrash.com). In addition, a number of Web events, such as chats with the Road Rash game producers and Atlantic band members, are being planned around the Road Rash game and album releases.

Road Rash 3D is the latest version in the popular Road Rash series. Players use any means necessary to reach the finish line first, including fighting rival riders with clubs and chains. Bikers race through 100 miles of treacherous canyon ridges, freeways and crowded city streets in their quest for cash, glory and the racing championship.

Road Rash 3D is scheduled for release this Spring.

The Atlantic Group was the number one ranked company in the music industry for 1997. The Atlantic Records website, one of the top 10 music sites on the web, features multi-media content and exclusive information on label recording artists.



Electronic Arts, headquartered in San Mateo, California, is a leading interactive entertainment software company. Founded in 1982, EA posted revenues of \$673 million for fiscal 1997. The Company develops, publishes and distributes software worldwide for personal computers and advanced entertainment systems such as the PlayStation™ and Nintendo® 64.

Electronic Arts markets its products worldwide under six brand names: Electronic Arts, EA SPORTS™, Maxis™, Inc., Origin Systems™ Inc., Bullfrog™ Productions Ltd. and Jane's® Combat Simulations. EA has international subsidiaries in Australia, Canada, France, Germany, Japan, the Netherlands, Singapore, South Africa, Spain, Sweden, and the United Kingdom.

The Company has North American development operations in San Mateo and Walnut Creek, Calif.; Baltimore, Maryland; Austin, Texas; Seattle, Washington; and Vancouver, British Columbia. More information about EA's products and full text of press releases can be found on the Internet at <http://www.ea.com>. -0-

**Full-length albums by these ROAD RASH 3D artists are as follows:**

- Big Wreck/ IN LOVING MEMORY OF...
- CIV/SET YOUR GOALS and the forthcoming 13 DAY GET-AWAY (due for release on May 26 )
- Full On The Mouth/COLLIDE
- The Mermen/ A GLORIOUS LETHAL EUPHORIA and SONGS OF THE COWS
- Sugar Ray/LEMONADE AND BROWNIES and the RIAA double- platinum, FLOORED
- The Tea Party/ TRANSMISSION

**Releases due in 1998:**

- Kid Rock on Lava/Atlantic
- Fat Joe on Mystic/Atlantic

**ROAD RASH 3D Track Listing**

- "Motor Head Patty" - game excerpt
- "People Mover" (Omar Santana Remix) - previously unreleased version Performed by Full On The Mouth
- "Mean Machine" Performed by Sugar Ray
- "No Rules, No Mercy" - game excerpt
- "Owner's Manual/Worms Eye View" Performed by CIV (Worm's Eye View not available on any CIV album)
- "Sponge Cookie" Performed by The Mermen/written for ROAD RASH 3D
- "Nursery Rhyme" - game excerpt
- "Somebody's Gotta Feel This" Performed by Kid Rock - previously unreleased
- "Find Out"(a) Performed by Fat Joe - previously unreleased
- "Babylon" Performed by The Tea Party
- "Another" Performed by Full On The Mouth
- "The Club" Performed by Sugar Ray - previously unreleased
- "Bump Some Uglies" - game excerpt
- "Living Life" Performed by CIV
- "That Song"(a) Performed by Big Wreck
- "Big Girl"(a) Performed by CIV
- "Temptation" Performed by The Tea Party
- "Pig For The Open Road" - game excerpt
- "Driving The Cow" Performed by The Mermen/written for ROAD RASH 3D
- "Win The Game"- game excerpt

(a) Does not appear in game

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