



EA Announces Star Studded Cast for Command and Conquer Red Alert 3

Top Actors and Actresses from Around the World Come Together to Form One of the Largest Ensemble Casts in the History of Video Games

LEIPZIG, Germany, Aug 20, 2008 (BUSINESS WIRE) -- During a press conference at Games Convention in Leipzig, Germany, Electronic Arts Inc. (NASDAQ:ERTS) today announced the all-star ensemble cast featured in this holiday's highly anticipated real-time strategy video game Command & Conquer(TM) Red Alert(TM) 3. Starring in the Command & Conquer(TM) franchise's trademark live-action movie sequences, the diverse group includes a host of award-winning actors, action stars, science fiction legends, up-and-coming starlets from around the globe and even mixed martial artists.

The cast of Command & Conquer Red Alert 3 follows (in alphabetical order by last name): Gemma Atkinson (the UK's Hollyoaks), Tim Curry (Rocky Horror Picture Show, The Hunt for Red October), Andrew Divoff (LOST), Kelly Hu (X2, The Scorpion King), Jenny McCarthy (Scream 3, former Playboy Playmate of the Year), Ivana Milicevic (Casino Royale), Jonathan Pryce (Pirates of the Caribbean), J.K. Simmons (Spider-Man, Juno), Autumn Reeser (The OC), Peter Stormare (Prison Break, Armageddon), George Takei (Star Trek, Heroes), and two of the most recognizable names in competitive mixed martial arts Randy "The Natural" Couture (former UFC Heavyweight champion) and Gina "Conviction" Carano (Undeclared Elite XC fighter, American Gladiators).

"This is by far the most exciting cast we have in over 13 years of shooting live-action movies for Command & Conquer," said Chris Corry, executive producer at EALA. "The caliber of the performances we received, both individually and collectively, have really raised the storytelling bar for the franchise. We are really excited that we will be delivering such a high quality production that is on par with movies and television shows."

"I wasn't sure what to expect when I came in to work on a video game," said Jenny McCarthy from the set of Command & Conquer Red Alert 3, while playing Tanya, Allied commando and the most beloved heroine in the history of the Command & Conquer universe. "What I realized is Red Alert 3 is not just a video game, it's absolutely an interactive movie. This is where the people at home get to move the story forward, and where seeing the plot thicken is a reward for a job well done. And that's really cool."

"I think video games are one of the new frontiers for actors and using live action is just another way to connect more easily to the gamer rather than CG or animation techniques," said J.K. Simmons from the set of the game, who is playing the anti-Communist U.S. President Howard T. Ackerman. "To be in a groundbreaking game like Red Alert 3 where we are using full on shooting of live actors and to be with Jonathan Pryce, Tim Curry and Peter Stormare, it was a great opportunity for a character actor like me to have some fun."

Fans searching for an opportunity to see even more of the talent in Command & Conquer Red Alert 3 can now order the Command & Conquer Red Alert 3 Premier Edition - a limited edition copy of the game that includes a bonus DVD with over an hour of exclusive content, including interviews with the talent and a behind the scenes look at the shooting of the game's cinematic sequences. The Premier Edition is also packed full of additional Command & Conquer Red Alert goodness, including exclusive multiplayer maps, strategy tips from the development team, the official soundtrack and an exclusive beta key to a future Command & Conquer game.

Those who secure the Premier Edition or regular version of Red Alert 3 now via pre-order will also receive a special bonus package(1), including:

-- Command & Conquer Red Alert 2 - One of the most beloved RTS games of all time!

-- From Fighter to Assassin - A featurette on EliteXC superstar, Gina Carano.

-- Premier Edition Sneak Peek - Exclusive previews of Raising of the Iron Curtain, From Pens to Pixels, Command School, and BattleCast Primetime

-- Red Alert Retrospective - A look back at Command & Conquer(TM) Red Alert(TM), Command & Conquer Red Alert 2 and Command & Conquer(TM): Yuri's Revenge(TM)

-- Exclusive multiplayer/skirmish map for Command & Conquer Red Alert 3 when the game ships

-- Exclusive Command & Conquer Red Alert 3 desktop wallpapers

Command & Conquer Red Alert 3 is set to ship this fall for the PC and Xbox 360. Gamers who want to get a head start on the return to Command & Conquer Red Alert can do so by purchasing Command & Conquer 3: Kane's Wrath, which includes automatic entry into the Command & Conquer Red Alert 3 beta(2) happening right now. More information is available at <http://www.ea.com/redalert/beta.jsp>.

Command & Conquer Red Alert 3 has not yet been rated by the ESRB or PEGI. For more information about the game, please visit www.redalert3.com and tune into Command & Conquer TV at www.commandandconquer.com in the coming weeks to catch the special one year anniversary episode of the online channel's flagship program "BattleCast PrimeTime," filmed live from the German Games Convention 2008.

(1) Certain retailers may have additional, exclusive pre-sale incentives.

(2) Command & Conquer Red Alert 3 beta access is granted with purchase of Command & Conquer Kane's Wrath PC version only. The Red Alert 3 beta is also PC only.

About Command & Conquer

The groundbreaking Command & Conquer franchise was one of the first to introduce players to the modern RTS genre, has spawned over a dozen PC titles, and ranks in the top 5 best-selling PC franchises of all-time according to the NPD Group. Command & Conquer 3 Tiberium Wars(TM) was the number #1 selling PC RTS of 2007 and recently won the "Strategy/Simulation Game of the Year" award from the Academy of Interactive Arts and Sciences. Additionally, Command & Conquer Red Alert 2 and Command & Conquer(TM) Generals were the number one best-selling(3) PC RTS titles in 2000 and 2003 respectively. Collectively, the series has sold over 25 million units worldwide to date. The franchise boasts one of the largest and most active fan communities in the world. For more information on Command & Conquer series, please visit www.CommandAndConquer.EA.com.

(3) According to NPD Group

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>.

EA, EA SPORTS, EA SPORTS Freestyle, POGO, Command & Conquer, Red Alert, Yuri's Revenge and Command & Conquer 3 Tiberium Wars are trademarks or registered trademarks of Electronic Arts Inc. in the U.S and/or other countries. All Rights Reserved. Xbox and Xbox 360 are trademarks of the Microsoft group of companies. All other trademarks are the property of their respective owners.

SOURCE: Electronic Arts Inc.

EA Games Label

Andrew Wong, 650-628-2781

PR Manager

anwong@ea.com

Tammy Schachter, 650-628-7223

Sr. PR Director

tschachter@ea.com

Copyright Business Wire 2008

News Provided by COMTEX