



## Hollywood Stars Rosario Dawson and Brian Cox Headline Voice Cast in EA's *Syndicate*

*Vie for Market Dominance in this Brutal Cyberpunk World where Business is War*

REDWOOD CITY, Calif.--(BUSINESS WIRE)-- Electronic Arts Inc. (NASDAQ:EA) and Starbreeze Studios (*The Chronicles of Riddick* and *The Darkness*) today announced that celebrated actors Rosario Dawson (*Sin City*, *Men in Black II*) and Brian Cox (*The Bourne Identity*) will headline the Hollywood cast of *Syndicate*<sup>™</sup>, a re-imagining of EA's cult classic from 1993. The stars take on the role of cutthroat executives working for the biggest and most aggressive syndicate, EuroCorp, in a near-future world ruled by three mega-corporations. *Syndicate* is a unique and brutal sci-fi first person shooter experience that blends fast-paced action and futuristic settings with an innovative gameplay mechanic where players hack into and violently extract the mind-controlling chips embedded in people's brains.

"*Syndicate* immerses players deep into a dystopian world of unscrupulous corporations and chip augmented enforcers," said Mikael Nermark, CEO of Starbreeze Studios. "These agents are the weapons of this war for market dominance and we needed strong talent to represent these intense characters. We are honored to have worked with the incredible Rosario Dawson, Brian Cox and Michael Wincott to make this world come alive."

Dawson, the famed actress of *Unstoppable*, *Sin City* and *Grindhouse*, plays Lily Drawl, the rising star of EuroCorp. With a shattered and conflicted psyche, Lily is torn between the demands of her corporate masters and the underground resistance to syndicate rule. She knows that this balancing act can only last for so long before she falls, most likely, to her death.

"I'm amazed how videogames have become so deep in story, delivering fantastic worlds and memorable characters rivaling big Hollywood films," said Rosario Dawson. "I was excited when EA approached me to play Lily Drawl in *Syndicate*. She's an interesting and strong female character. How cool is it to play the mastermind who designed the military chip inside the player's head!"

Rounding out the cast is Emmy Award-winning actor, Brian Cox (*The Bourne Identity*, *X2*, *Troy*), who plays Jack Denham and Michael Wincott (*The Crow*) who voices Jules Merit in *Syndicate*. Both play significant roles at the top of EuroCorp's organization. Jack is the ruthless power behind the boardroom throne, while Jules is a highly regarded senior agent having led many successful operations against the Aspari corporation.

*Syndicate* will be available February 21, 2012 in North America and February 24, 2012 in Europe for the PlayStation<sup>®3</sup> computer entertainment system, Xbox 360<sup>®</sup> videogame and entertainment system and the PC. For more information on *Syndicate*, please visit [www.syndicate.ea.com](http://www.syndicate.ea.com). Become a fan of *Syndicate* on Facebook at [www.facebook.com/syndicate](http://www.facebook.com/syndicate) to download the exclusive remixed tracks of the original *Syndicate* theme song from some of the world's top DJ's including Skrillex, Digitalism and Flux Pavilion.

### About Electronic Arts

Electronic Arts (NASDAQ:EA) is a global leader in digital interactive entertainment. The Company's game franchises are offered as both packaged goods products and online services delivered through Internet-connected consoles, personal computers, mobile phones and tablets. EA has more than 100 million registered players and operates in 75 countries.

In fiscal 2011, EA posted GAAP net revenue of \$3.6 billion. Headquartered in Redwood City, California, EA is recognized for critically acclaimed, high-quality blockbuster franchises such as *The Sims*<sup>™</sup>, *Madden NFL*, *FIFA Soccer*, *Need for Speed*<sup>™</sup>, *Battlefield*, and *Mass Effect*<sup>™</sup>. More information about EA is available at <http://info.ea.com>.

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### About Starbreeze AB

Starbreeze is a game developer based in Uppsala, Sweden. The company was founded in 1998, and has 92 employees. Previous games include Chronicles of Riddick, and The Darkness. The company is listed on Aktietorget and has about 5000 shareholders. For more information, visit [www.starbreeze.com](http://www.starbreeze.com).

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Source: Electronic Arts Inc.

News Provided by Acquire Media