



Top Talent Forms Cast of EA's Command & Conquer 3 Tiberium Wars

Business Editors/Entertainment Editors

REDWOOD CITY, Calif.--(BUSINESS WIRE)--Oct. 18, 2006--Electronic Arts (NASDAQ:ERTS) today announced that the highly-anticipated Command & Conquer 3 Tiberium Wars™ (C&C 3) game will feature an all-star celebrity line-up for its high-definition, live action video sequences from critically-acclaimed television series such as "LOST" and "Battlestar Galactica," blockbuster films such as Star Wars The Empire Strikes Back and The Return of the Jedi (1980, 1983), Top Gun (1986), Starship Troopers (1997), and The Wedding Crashers (2005), and a former Miss USA pageant winner. The unparalleled, diverse cast includes Tricia Helfer, Josh Holloway, Michael Ironside, Billy Dee Williams, Grace Park, Ivana Bozilovic, Shauntay Hinton, and more!

Executive Producer Mike Verdu explains, "Telling a story with a mix of live action and high-end movie-quality computer graphics has been one of the hallmarks of the Command & Conquer (C&C) series. I am delighted that we are bringing the rich game world and epic story for C&C 3 to life with an amazing cast and stunning CG effects -- and I can't wait for gamers to see the results. These very talented actors have added tremendous depth and dimension to the C&C 3 game experience."

"When I realized that I wasn't going to be a computer-generated character, but playing a live action role in the C&C 3 game, I was really looking forward to see what was in store," said Tricia Helfer, famous for her role in the Scifi television series "Battlestar Galactica." "Having completed my shoots for the game recently, I can honestly say that it was one of the most fun projects I've worked on ... and my costume was awesome."

"This is the most fun I've had since Star Wars!" said Billy Dee Williams, celebrated actor, on the set of the live action shoot for C&C 3. "The game's story and universe are immersive and drew me right in. I was intrigued by my character, GDI Director Redmond Boyle, because he has more depth than I expected from a video game personality. His polished exterior gradually breaks down as the world is plunged into chaos and he eventually shows his true nature under extreme pressure."

It doesn't stop there! C&C 3 will also feature real-life news reporters assuming the roles they know best -- anchors and field reporters bringing the world the latest news on the third Tiberium War. These roles are played by John Huck, anchor of the FOX affiliate in Las Vegas and Shanon Cook, freelance reporter for a major news network. These reporters pull from their everyday work to update the world on the devastating war and environmental catastrophes in the game's story.

Additionally, the actor who originated the main role of the maniacal leader of the Brotherhood of Nod in the C&C series, Joe Kucan, is reprising his role as Kane in C&C 3. Millions of C&C fans were elated to hear Kucan would be returning to the series when EA revealed the news this summer.

Currently in development at EALA, C&C 3 will ship in North America and Europe in 2007 for Windows PC. This product is not yet rated by the ESRB, PEGI or USK. For more information, please visit www.CommandAndConquer.EA.com.

About Command & Conquer 3 Tiberium Wars

Command & Conquer™, the groundbreaking series that put the Real-time Strategy (RTS) genre on the map, is returning in full force with Command & Conquer 3 Tiberium Wars™. This highly-anticipated next chapter takes the popular series back to its roots in the Tiberium Universe and features the fast, fluid gameplay that Command & Conquer is known for and a gripping story that will redefine storytelling in RTS games.

It is 2047 and the stakes could not be higher. Tiberium -- a self-replicating alien substance that has infected the Earth -- is spreading like a radioactive ice age. The Global Defense Initiative, a high-tech alliance of the world's most advanced nations, is fighting to contain Tiberium, but Kane, the megalomaniacal leader of The Brotherhood of Nod has other plans for Earth. Kane's secret society turned superpower is bent on using Tiberium to take control and transform humanity into his twisted vision of the future. All-out war rages over Tiberium and the fate of the planet rests in the balance.

About Command & Conquer

The Command & Conquer franchise celebrated its 11th anniversary in August 2006. The groundbreaking 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. Additionally, Command & Conquer Red Alert™ 2 and Command & Conquer Generals were the number one best-selling(1) PC RTS titles in 2000 and 2003 respectively. Combined sales for the franchise have topped 23 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.

(1) 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 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 2006, EA posted revenue of \$2.95 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>.

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