



EA Announces All-Star Celebrity Cast for Command & Conquer Red Alert 3: Uprising

Eclectic Ensemble Cast Stars in Newest Addition to the Red Alert Universe

LOS ANGELES, Jan 27, 2009 (BUSINESS WIRE) -- Electronic Arts Inc. (NASDAQ:ERTS) today announced the members of the live action movie cast for **Command & Conquer(TM) Red Alert(TM) 3: Uprising**, the upcoming campaign expansion to last fall's award-winning *Command & Conquer(TM) Red Alert(TM) 3*. Picking up in the aftermath of the events in the original, *Command & Conquer Red Alert 3: Uprising* features an eclectic cast starring in the all new, live-action movie sequences the *Command & Conquer* franchise is known for. From sci-fi legends to rising starlets and masters of the squared-circle, the cast of *Command & Conquer Red Alert 3: Uprising* includes (in alphabetical order): Jamie Chung, (*Dragonball Evolution*), Ric Flair (16-time world heavyweight wrestling champion), Malcolm McDowell (*Heroes*, *Clockwork Orange*, *Wing Commander*), Jodi Lyn O'Keefe (*Prison Break*), Holly Valance (*Neighbours*) along with returning fan-favorites Gemma Atkinson and Ivana Milicevic.

"Quality live-action movies and storytelling have always been a unique component to the *Command & Conquer* DNA and we wanted to make sure we did things right with *Uprising*," said Amer Ajami, Senior Producer at EA Los Angeles. "We are really pleased we were able to assemble another large and talented ensemble for *Uprising*, and we think our fans are going to be pleased by everyone's performances not only in the cutscenes, but also in Commander's Challenge, where you'll actually be battling some of our stars."

"When I found out that EA wanted me to be part of *Command & Conquer*, all I could say was 'Wooooooooooooo!'" said 16-time world heavyweight champion, Ric Flair, who stars as Commander Hill, a commander players will have to take on in the new Commander's Challenge mode. "I had a great time on set and while I may have retired from the ring, I think my fans are going to love seeing the 'Nature Boy' style and profile his way to victory. I know my kids are going to have a great time trying to take it to me on the battlefield."

Malcolm McDowell, who plays Rupert Thornley, the president of the European Union, and had previously starred in the live-action movies for the *Wing Commander* franchise, added, "It's great to be working with good actors and the more good actors you can get to do games, the better. In the past people might have thought you could get away with anything in games and that isn't a good attitude. Kids are spending a lot of money and time on these games and they deserve first rate performers and I'm glad to say that this is what *Uprising* is."

Command & Conquer Red Alert 3: Uprising will take players deeper into the *Red Alert(TM)* universe with four new mini-campaigns set in the aftermath of the events of *Red Alert 3*. The game also features the new Commander's Challenge mode, a series of 50 challenging, over-the-top scenarios where players will need to battle through a gauntlet of commanders and obstacles in order to unlock the game's powerful new units.

Command & Conquer Red Alert 3: Uprising will be available for digital download this March for \$19.99 and has not yet been rated by the ESRB or PEGI. For more information about the game, please visit www.commandandconquer.com, home of Command & Conquer TV, EA's dedicated online *Command & Conquer* network that goes beyond the game and brings players all the latest news, tips and strategies straight from the developers. This Friday, fans can go to the website to catch the first episode of *BattleCastTM PrimeTime*, the channel's flagship program, which will have all the latest Command & Conquer news including an interview with Ric Flair.

And for a behind-the-scenes look at the making of *Command & Conquer Red Alert 3: Uprising's* live-action movies and the debut of the game's first trailer, tune in this weekend to "GameTrailers TV with Geoff Keighley" on SpikeTV (check local listings) and GameTrailers.com.

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 won numerous awards, including the "Strategy/Simulation Game of the Year" award from the Academy of Interactive Arts and Sciences. Additionally, *Command & Conquer(TM)Red Alert(TM)2* and *Command & Conquer(TM) Generals* were the number one best-selling* PC RTS titles in 2000 and 2003 respectively. Collectively, the series has sold over 26 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.com.

* 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: EATM, EA SPORTSTM, EA SPORTS FreestyleTM and POGOTM. 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>.

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