



THE NATURAL WAY TO GIVE BACK

At 45 years of age, Randy “the Natural” Couture has lived several lifetimes worth of experiences. Most known for his successes as the only five-time Ultimate Fighting Championship (UFC) champion and the most beloved figure in the history of the mixed-martial arts industry, Couture has also made his name as a proud veteran of the 101st Airborne, sports commentator, actor, bestselling author, businessperson, video game star in Electronic Arts’ upcoming Command & Conquer Red Alert 3, and philanthropist.

Early Years, Army Tenure

Randy Couture was born on June 22, 1963, in Lynnwood, Washington. He developed an interest in amateur wrestling at the age of 10 and went on to become a skilled wrestler during high school. After graduating from high school in 1982, Couture joined the U.S. Army during the Cold War era, where he spent six years in the service, achieving the rank of Sergeant in the 101st Airborne.

During his service in the military, Couture was mostly stationed in Germany and served as an Air Traffic Controller. He fondly recalls his time in the Army, as he enjoyed the physical training and camaraderie he shared with the other soldiers. In addition, he also represented his country by wrestling on the Army wrestling team during his tenure. He would forever remember the training and lessons the Army taught him throughout his lifetime.

Upon honorable discharge from the Army, Couture attended Oklahoma State University, where he continued his wrestling career as a three time NCAA All-American. In 1988, 1992, and 1996, Couture represented the US as an Olympic wrestling team alternate as well.

Mixed Martial Arts Career

In 1997, Couture leveraged his wrestling skills into the caged octagon of the UFC, where he made a quick impression on fans and opponents by winning a heavyweight tournament against opponents that on paper were much more experienced and skilled. He overcame great odds and was dubbed “the Natural” for his ability to quickly become a force in mixed martial arts. This would prove to be a theme during his ten year fighting career.

Eight years and two heavyweight titles later, Couture moved down a weight class to the UFC’s premier division, the light heavyweight division,

and again defied the odds, bookies, and experts, and defeated a competitor six years younger named Chuck Liddell to capture UFC's interim light heavyweight title. In the meantime, a brash, cocky fighter named Tito Ortiz had been groomed to light heavyweight champion, and the two squared off to decide who the rightful champion was. The odds makers favored Ortiz, 12 years Couture's minor, but in the end, "Captain America", a nickname given due to his agelessness and seemingly perfect conditioning akin to the comic book character, prevailed.

Couture initially retired in 2006, and during his break he began his venture into Hollywood with appearances in several films and television programs. However, with a dearth of heavyweight talent in the UFC, the organization came calling and the UFC Hall of Famer soon found himself back in the cage, against a man thirteen years his minor, more than 35 pounds heavier, and seven inches taller than him named Tim Sylvia, who had defeated all challengers. Once again, Couture did the unthinkable and found the fountain of youth and reclaimed his heavyweight title at the age of 43 in a truly magical moment before 20,000 fans. On September 2, 2008 it was announced that at the age of 45, Captain America will take on former WWE wrestling champion, the 265 pound Brock Lesnar in the main event of UFC 91 in November. The fight is expected to be the biggest battle in the history of MMA.

Gyms, Hollywood and Video Games

With his fame as a championship fighter, Randy Couture has spread his Screamin' Eagle wings to other ventures. He currently operates Xtreme Couture, an organization that bears his namesake and operates six fitness and MMA training gyms nationwide, produces a clothing line carried in department stores like Macy's, manufactures energy drinks, and is a destination website for fans of the sport.

Hollywood came calling, and Couture has appeared in numerous films, most notably David Mamet's Redbelt, and the Scorpion King 2, the sequel to the blockbuster film and has been just released on DVD. In the film, Couture plays what some say is an extension of himself, as a charismatic,

fighting warrior that defies the odds and rallies a nation. His autobiography, entitled Becoming the Natural, was also recently released, and has since spent several weeks on the New York Times Bestseller List.

Couture also caught the eye of Electronic Arts, the world's largest video game publisher. EA was casting actors in the latest in their Command & Conquer mega-franchise, Command & Conquer Red Alert 3, and set its sights on Randy Couture. The Command & Conquer series is a real-time strategy series that integrates live-action cinema into the missions, using actors and actresses to advance the story and give players their orders.

Couture stars and lends his voice to Red Alert 3 as Warren Fuller, Commander of the Allied Forces. Not one for mincing words, Fuller has survived numerous battles against the Soviet Union through regimented training, raw talent, determination, and tenacity. He's a born leader and fighter, prepared to defend the Allies' freedoms to his last breath. Couture's history as a veteran and his popularity among young men and women made for the perfect fit. In Red

Alert 3, Gamers will have the opportunity to interact with and team with Couture as he battles the Soviet Union.

"I spent six years in the Armed Forces, but, I've since moved to officer's ranks and become a general", joked Couture. "I have two kids who both play video games, so having this opportunity to star in Red Alert 3 alongside this cast is very exciting and I look forward to teaming up with the fans this fall." (for more details on Red Alert 3, please see page 33)

G.I. Foundation

As a proud veteran that spent most of his time abroad, Randy Couture has a strong understanding of what soldiers stationed halfway around the world go through on a regular basis. In recent years, Couture's fame has afforded him the opportunity to visit the troops at home and in the Middle East. "I think we share a warrior spirit," Couture once said of the bond between fighters and soldiers. "In some ways, we exemplify the freedom that our country provides. We're





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in a sport that's largely misunderstood, that a lot of people were trying to do away with, and we had to step up to fight for our rights to fight for what we want to do and love to do.

“On another level, there's a combative program in the military that's grounded in mixed martial arts,” he noted. “They're indoctrinated in that from their basic training on through different levels. So they understand what we're doing. They get it technically, that it's not a brawl but a very tactical, technical thing. The 12 days I spent in Iraq, I got asked better questions than any place that I've ever been.”

During his visits to the troops, Couture was initially overwhelmed by the tragedy he was witnessing, with young soldiers missing limbs and others who'd had dozens of surgeries in order to attempt to allow them to live normal lives and to correct all the atrocities committed against them. But despite their situation, the heart and patriotism that still illuminated in these courageous men and women made him realize that their hope was contagious and he would not allow himself to be overwhelmed. Couture told NBC, “Where is this guy going to go from here? How is he going to reintegrate himself into our society and move forward? And you realize the government will take him to a point, but after that, he's on his own. We as society need to step up and provide services to them, provide some help and assistance.”

Not one to sit on the sidelines and watch, shortly thereafter, Randy formed the Xtreme Couture G.I. Foundation, a charitable military support organization dedicated to supporting the military heroes and their families that risk their lives, day in and day out all over the world, with the stated goal of raising money to help wounded soldiers as they return home to civilian life. The foundation has funded everything from physical therapy for wounded troops, to fitting them with the prosthetic devices they later need, to long distance phone calls home to family members.

Fundraising events are a big part of the foundation's work, and on September 25th, 2008, we invite you to join as Randy Couture and the Xtreme Couture GI Foundation roll out the red carpet to Hollywood stars and notables on Thursday September 25th 2008 at 1:30pm. The event is dubbed Operation Fore Freedom, and will be held in Las Vegas at the Rhodes Ranch Golf Course, with all proceeds benefitting the Xtreme Couture G.I. Foundation. For more information, please visit XtremeCoutureGIFoundation.org

What if the Allies Never Developed the Atomic Bomb? What if World War II had a different outcome? What would have the world been like without Albert Einstein? Would the United States have emerged from World War II the most powerful nation in the free world? Thanks to a group of Soviet time travelers and Electronic Arts, we are about to find out in Command & Conquer Red Alert 3...and in an alternate modern universe with comedic overtones no less.

The Command & Conquer franchise is one of gaming's treasures – a bestselling and critically acclaimed series for the past thirteen years. Each game is a real-time strategy (RTS) game, in which the player builds bases, armies, and units in addition to developing modern and futuristic superweapons in an attempt to defeat their opponent, whether another player or artificial intelligence (AI in gaming circles). Think Risk for this generation, with the allure of high-powered graphics, interactive armies, and star-studded movies that advance the storyline and tell players what to do.

The franchise has crossed generations, with fans in the early teens all the way up to seniors. As a game rated T for Teen, the game is friendly for a wide age range, as opposed to some of the other blood and guts games that currently sit on the market. In particular, Command & Conquer has enjoyed great popularity among veterans and active servicemen, due to the strategic elements of the battles that allow for not only fun and flashy graphics, but require players to assume the role of commanders and test their tactical prowess to defeat their enemies. In addition, some troops have noted that the tongue-in-cheek storylines and wackiness of the games provide a good respite and relief from the realities that they face today, while still juggling their strategic battlefield acumen.

Electronic Arts recently announced the return of Red Alert. Command & Conquer Red Alert 3 for the PC and Xbox 360 takes players back in time on another epic adventure to alter the future of the Soviet Empire. Developed by EA Los Angeles, Red Alert 3 breaks new ground in the RTS genre, featuring a full co-operative campaign that allows you to team with other players while bringing back the series' light-hearted style and classic, action-oriented gameplay.

In Red Alert 3, after years of conflict with the Soviets, the Allies are finally on the brink of victory. Cowering behind the walls of the Kremlin, the Soviets decide to turn to one last act of desperation – the use of an experimental time travel device. The mission: traveled back in time and assassinate the father of modern physics, Albert Einstein, in an attempt to tip the balance of world power away from the Allies and prevent the Manhattan Project that Einstein helped bring to fruition. At first glance, the mission appears to be a resounding success, but it is ultimately revealed that their actions have brought about an alternate-Cold War scenario and helped a new global superpower emerge – the Empire of the Rising Sun, adding a whole new threat to the Soviet's attempt to bring glory back to Mother Russia.

Players will get the choice to play with the Allies, Soviets, or Empire of the Rising Sun (Japan). All three factions will have their own hand-crafted story-driven campaigns, with co-operative missions designed solely around coordinating attacks on air, land, and sea, and developing strategies with an ally. Gamers can play with a friend online and play through the entire campaign or recruit one of nine AI commanders to play at your side, each with their own distinct play style and personality.

The story is told through a trademark of the franchise, over one hour of over-the-top, wacky, high-definition, live-action video featuring the largest cast in the history video games. The cast of Red Alert 3 includes Jenny McCarthy (Scream 3, former Playboy Playmate of the Year), Tim Curry (Rocky Horror Picture Show, The Hunt for Red October), George Takei (Star Trek, Heroes), J.K. Simmons (Spider-Man, Juno), Jonathan Pryce (Pirates of the Caribbean), Peter Stormare (Prison Break, Armageddon), Andrew Divoff (LOST), Kelly Hu (X2: X-men United, The Scorpion King), Gemma Atkinson (the UK's Hollyoaks), Ivana Milicevic (Casino Royale), Autumn Reeser (The OC, MTV's American Mall) and two of the most recognizable names in competitive mixed martial arts Randy "The Natural" Couture (5-time UFC champion, The Scorpion King 2) and Gina "Conviction" Carano (Undeclared EliteXC fighter, American Gladiators).

Command & Conquer Red Alert 3 will be available in stores on October 28 on PC computers and Xbox 360 on November 11. For more information, please visit redalert3.com.

