

Electronic Arts stages fake protest of game at E3

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Show attendees play video games at the Nintendo booth at the E3 Expo in Los Angeles, Tuesday, June 2, 2009. (AP Photo/Jae C. Hong)

(AP) -- Electronic Arts has been playing games with attendees of the nation's biggest video-game trade show.

The [game publisher](#) hired a group of nearly 20 people to stand outside the [Electronic Entertainment Expo](#) in Los Angeles on Wednesday and appear to protest the upcoming EA game "Dante's Inferno." EA spokeswoman Holly Rockwood says the stunt was arranged by a viral marketing agency hired by EA.

The group claimed to be protesting the third-person action game - loosely based on Dante Aligheri's poem "Divine Comedy" - because they said the game glorified eternal damnation.

The fake religious protesters passed out pamphlets and held up picket signs with messages such as "Hell is not a Video Game" and "Trade in Your PlayStation for a PrayStation."

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