

Aaron Paul, Drake promote EA video games at E3

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Attendees watch a presentation on video game Battlefield 4 at the Microsoft Xbox E3 media briefing in Los Angeles, Monday, June 10, 2013. Microsoft focused on how cloud computing will make games for its next-generation Xbox One console more immersive during its Monday presentation at the Electronic Entertainment Expo. Microsoft announced last week that the console must be connected to the Internet every 24 hours to operate, and the system would ideally always be online. (AP Photo/Jae C. Hong)

Drake and Aaron Paul are bringing some star power to the Electronic

Entertainment Expo.

The rapper and the "Breaking Bad" co-star appeared on stage Monday at [Electronic Arts'](#) E3 presentation to promote games from the [video game publisher](#). Drake hyped the next edition of the soccer simulator "FIFA 14," while Paul teased the racing game "[Need for Speed](#): Rivals."

Paul, who is starring in a film based on the pedal-pumping "Need for Speed" series set for release next spring, arrived on stage in the custom Ford Mustang his character drives in the film.

"Just like the game, we're looking to give you an adrenaline rush that puts you on the edge of your seat," Paul said while introducing footage from the movie.

However, the celebrity attendees didn't receive the biggest reaction at EA's event in Los Angeles. That was reserved for the moment when "Battlefield 4" executive producer Patrick Bach revealed that 64 players were on stage behind a screen. The mob then engaged in a multiplayer match of the upcoming military shooter.

"Rivals" and "Battlefield 4" are adding companion apps that allow players to affect online games from mobile devices.

Electronic Arts Inc. concluded the presentation by revealing that it's working on a sequel to the 2008 free-running [action game](#) "Mirror's Edge." A video teased it was "coming ... when it's ready."

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