



BioWare Announces Mass Effect 2

The Dark Second Chapter to the Epic Science-Fiction Trilogy - Coming Early 2010 for Windows PC and Xbox 360

EDMONTON, Alberta, Mar 17, 2009 (BUSINESS WIRE) -- Leading video game developer BioWare(TM), a division of Electronic Arts Inc. (NASDAQ:ERTS) today officially announced *Mass Effect*(TM) 2, the highly anticipated sequel to the multi award-winning 2007 hit, *Mass Effect*. The *Mass Effect* trilogy is a masterful science fiction adventure set in a vast universe filled with dangerous alien life forms and mysterious uncharted planets. In this dark second chapter, Saren's evil army of Geth soldiers has just been defeated, and humans, who are still struggling to make their mark on the galactic stage, are now faced with an even greater peril...

"We're going to surpass the extraordinary gaming experience we brought our fans in *Mass Effect* by delivering intensified combat and expanded weapon options as well as increased depth of planet exploration, all while delivering a powerful, emotionally engaging story," said Dr. Ray Muzyka, General Manager and CEO, BioWare and General Manager and Vice President, EA. "*Mass Effect 2* is shaping up to be an unforgettable RPG-shooter experience, taking players on a non-stop roller-coaster ride filled with stunning plot twists and no-holds-barred action."

Mass Effect 2 is coming to PC and the Xbox 360 video game system in Early 2010. To see the exclusive new *Mass Effect 2* teaser trailer check out the website here: www.masseffect.com

About BioWare

BioWare develops computer, console, handheld, mobile and online video games focused on rich stories and memorable characters. Since 1995, BioWare has created some of the world's best-selling titles, including the award-winning Baldur's Gate (TM) and Neverwinter Nights(TM) series, Star Wars(R): Knights of the Old Republic(TM) and Sonic(TM) Chronicles: The Dark Brotherhood (for the Nintendo DS(TM)). Original BioWare-created intellectual properties include Jade Empire(TM) and the 2007 Game of the Year, *Mass Effect*(TM). With studios in Edmonton (Alberta, Canada), Montreal (Quebec), and Austin (Texas), BioWare is hard at work on the epic fantasy roleplaying game, *Dragon Age*(TM): Origins, *Mass Effect 2*(TM), the epic sequel to *Mass Effect*, and the story-driven massively multiplayer game, *Star Wars*(R): The Old Republic(TM), as well as several unannounced projects. In 2008, BioWare was acquired by the world's leading electronic entertainment publisher, Electronic Arts. For more information on BioWare, visit www.bioware.com.

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: EA SPORTS(TM), EA(TM), EA SPORTS Freestyle(TM) and POGO(TM). 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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