



## BioWare to Unleash *Dragon Age: Origins* 2009 Summer Tour

### ***Upcoming Blockbuster Welcomes Fans Into a World of Violence, Lust and Betrayal at San Diego Comic-Con, GamesCom, Gen Con, Fan Expo Canada and PAX***

EDMONTON, Alberta, Jun 12, 2009 (BUSINESS WIRE) -- Leading video game developer BioWare(TM), a division of Electronic Arts Inc. (NASDAQ:ERTS), will bring *Dragon Age(TM): Origins* to the San Diego Comic-Con, GamesCom, Gen Con, Fan Expo Canada and Penny Arcade Expo (PAX) over the course of summer 2009. This summer consumer show tour gives fans the chance to experience the game's dark and gritty world of violence, lust and betrayal first-hand, before it hits stores this fall on the Xbox 360(R) videogame and entertainment system, PLAYSTATION(R)3 computer entertainment system and PC. *Dragon Age: Origins* promises gamers an epic adventure as a Grey Warden where they set on a course to defeat the Archdemon in a dark, stunning world. *Dragon Age: Origins* offers an engrossing story, unprecedented player choice, and bone-crushing, visceral combat, making it one of the most highly-anticipated releases of 2009.

"*Dragon Age: Origins* is the biggest, most ambitious BioWare game to date, and we will be delivering that great experience simultaneously on Xbox 360, PS3, and PC," said Dr. Ray Muzyka, CEO and co-founder of BioWare and General Manager and Vice President, Electronic Arts. "Whether you're a PC or console gamer, *Dragon Age: Origins* reinvents the fantasy experience, combining a great story with raw emotion and brutal action. We're excited to share it with gamers before it ships this fall."

Gamers can begin to follow the trail of blood this summer and can get their own hands on *Dragon Age: Origins* at the summer's five biggest public game and entertainment events:

- [San Diego Comic-Con](#), one of the world's largest comic book, science fiction and fantasy conventions of its kind, on July 22-26 in San Diego, California.
- [Gen-Con](#), one of the longest running and best attended gaming conventions in the world on August 13-16 in Indianapolis, Indiana.
- [GamesCom](#), Europe's biggest game convention on August 19-23 in Cologne, Germany.
- [Fan Expo Canada](#), one of the country's largest comic, anime, science fiction, horror and gaming events on August 28-30 in Toronto, Canada.
- [PAX](#), a three-day game festival for tabletop and video gamers on September 4-6 in Seattle, Washington.

In *Dragon Age: Origins*, players take on the role of a Grey Warden, one of the last of an ancient order of guardians. Now, as an evil blight threatens to destroy all life, it is up to players to unite the shattered lands and slay the corrupted dragon known as the Archdemon. To restore peace, players must make ruthless decisions and be willing to sacrifice their friends and loved ones for the greater good of mankind.

*Dragon Age: Origins* is scheduled to release this fall on the Xbox 360, PLAYSTATION 3 console and PC.

*Dragon Age: Origins* is not yet rated by the ESRB or PEGI. For more information about *Dragon Age: Origins*, visit [www.dragonage.com](http://www.dragonage.com). Follow us on Twitter at: @dragonage.

### **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), 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](http://www.bioware.com).

### **About Electronic Arts**

Electronic Arts Inc. (EA), in Redwood City, California, is a leading global interactive entertainment software company. Founded in 1982, the Company develops, publishes, and distributes interactive software worldwide for video game systems, personal computers, wireless devices and the Internet. Electronic Arts markets its products under four brand names: EA™, EA SPORTS™, EA Mobile™ and POGO™. In fiscal 2009, EA posted GAAP net revenue of \$4.2 billion and had 31 titles that sold more than one million copies. EA's homepage and online game site is [www.ea.com](http://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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