



EA and Dark Horse Comics Blast off with Mass Effect Comic Series

Sci-Fi Comic Prequel Bridges Heroic Conclusion of *Mass Effect* and Mysterious Beginning of *Mass Effect 2*

REDWOOD CITY, Calif., Jul 21, 2009 (BUSINESS WIRE) -- BioWare(TM), a studio of Electronic Arts Inc. (NASDAQ:ERTS) and Dark Horse Comics today announced a new comic book series based on *Mass Effect*(TM), the blockbuster sci-fi action videogame that IGN.com rated the #1 Xbox 360(TM) game of all time. In *Mass Effect: Redemption*, the story takes readers through the treacherous events leading up to *Mass Effect 2* which opens with galactic hero Commander Shepard having mysteriously gone missing and left to fight for survival. What unfolds next will expose readers to new locations, aliens and extended storyline in the *Mass Effect* universe. *Mass Effect: Redemption* is scheduled to launch in January 6, 2010.

The *Mass Effect: Redemption* story is written by Lead Writer Mac Walters at BioWare. Walters is the script writer behind *Mass Effect 2*. He brings unique insight to the *Mass Effect* comic and nuance of the world within. The comic is scripted by John Jackson Miller (*Star Wars Knights of the Old Republic*, *The Invincible Iron Man*) and drawn by Omar Francia (*Star Wars Legacy*). This first four-part series explores the exotic and dangerous future Milky Way of *Mass Effect*, revealing previously unseen locations, aliens, and enemies of this rich science fiction landscape.

Mac Walters and Omar Francia will be autographing a Comic-con exclusive *Mass Effect* signing card at the Dark Horse booth (#2615) on July 24th at 4:00pm - 5:00pm at Comic-Con International 2009 in San Diego, CA.

"Fans of *Mass Effect* are going to be pleasantly shocked by the events in these comics," says Mac Walters. "We worked very closely with Dark Horse to make sure this story was built in to the *Mass Effect 2* arc, right from the ground up. Reading the series won't just add to your experience of the universe, it will change the way you look at *Mass Effect 2*... and beyond."

"Those familiar with *Mass Effect* are aware that it offers one of the deepest and most compelling universes in the history of space adventure," says Dark Horse President and Publisher Mike Richardson. "We have a long history of successfully adapting properties such as *Aliens*, *Star Wars*, and *Serenity* into comics, and we feel that *Mass Effect* has tremendous potential with regard to graphic storytelling."

The narrative in *Mass Effect: Redemption* picks up just as Commander Shepard disappears and is left without the support of the crew on the *Normandy* in the lawless Terminus Systems. Shepard must fight for survival, and will be assisted by close companion, Dr. Liara T'Soni, to come home alive. This story is sure to be a must-read for fans looking to fill the gap between the first and second game.

Mass Effect: Redemption issue 1 hits comic shop shelves on January 6, 2010.

Mass Effect 2 is scheduled for release on Xbox 360 and PC in early 2010. Follow us on Twitter at: www.Twitter.com/masseffect2. For more information about BioWare please visit www.bioware.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), Montréal (Québec), 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 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(TM), EA SPORTS(TM), EA Mobile (TM) and POGO(TM). 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. More information about EA's products and full text of press releases can be found on the Internet at <http://info.ea.com>.

About Dark Horse Comics

Since 1986, Dark Horse Comics has proven to be a solid example of how integrity and innovation can help broaden a unique storytelling medium and establish a small, homegrown company as an industry giant. The company is known for the progressive and creator friendly atmosphere it provides for writers and artists. In addition to publishing comics from top talent like Frank Miller, Mike Mignola, Neil Gaiman, Gerard Way and comics legend Will Eisner, Dark Horse has developed such successful characters as The Mask, Timecop, and SpyBoy. Additionally, their highly successful line of comics and products based on popular properties includes Star Wars, Indiana Jones, Buffy the Vampire Slayer, Aliens, Conan, Emily the Strange, Tim Burton, Trigun, and Serenity. Today Dark Horse Comics is the third largest comic-book publisher in the U.S. and is recognized as one of the world's leading publishers of licensed comics material.

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Photos/Multimedia Gallery Available: <http://www.businesswire.com/cgi-bin/mmg.cgi?eid=6011913&lang=en>

SOURCE: Electronic Arts Inc.

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