



## BioWare Unveils Dragon Age: Origins Collector's Edition and Pre-Order Program

### ***Dragon Age: Origins Fans Sign Up for Free Downloadable Content, Unique Pre-order Packages and Exclusive Mass Effect 2 Content***

EDMONTON, Alberta, Aug 12, 2009 (BUSINESS WIRE) -- Leading video game developer BioWare(TM), a division of Electronic Arts Inc. (NASDAQ:ERTS) today announced the *Dragon Age(TM): Origins Collector's Edition* and pre-order incentive program\*. The *Collector's Edition* is a premium package available in limited quantities featuring exclusive *Dragon Age: Origins* collectibles including a unique steel case, a cloth map of the world of *Dragon Age*, a Making-of documentary DVD, a digital version of the *Dragon Age: Origins* soundtrack, game trailers, wallpapers, strategy tips and a concept art video, plus three exclusive downloadable items that will provide special advantages to the player.

The *Collector's Edition* is available for pre-order today at [www.eastore.ea.com](http://www.eastore.ea.com) for an MSRP of \$74.99 (console) and \$64.99 (PC) in North America.

As an added bonus, *Dragon Age: Origins* (both original and Collector's Edition) includes two special pieces of downloadable content: *The Stone Prisoner*, as well as a suit of *Dragon Age* themed armor that can be used in *Dragon Age: Origins* as well as in the upcoming BioWare Shooter RPG, *Mass Effect(TM) 2* on all available platforms.

With *The Stone Prisoner* download pack, players will have access to Shale, the mighty stone golem who can become one of the most powerful party members in the game, and comes with its own personal back-story and unique quests for the player to discover. *The Stone Prisoner* will also include new environments, items and hours of additional gameplay, further deepening the epic *Dragon Age* experience. *The Stone Prisoner* is available to original purchasers of new copies of *Dragon Age: Origins* at no additional cost. *The Stone Prisoner* can also be purchased separately for \$15.

In addition, players who purchase a new copy of *Dragon Age: Origins* (original or Collector's Edition) will receive a code to download the *Blood Dragon Armor*, an exclusive set of themed armor that will give the player additional protection in combat. This armor will be available for use in both *Dragon Age: Origins* and *Mass Effect 2*.

All gamers who pre-order *Dragon Age: Origins* will receive the Memory Band, an in-game item that can be equipped to add +1% to all gained Experience Points and which adds one bonus point that players can use to boost their character's skill set. In addition to the Memory Band, several leading retailers are also offering a bonus *Dragon Age: Origins* item for a limited time. Players should check with their favorite retailer for additional pre-order item offerings.

In *Dragon Age: Origins*, players take the role of a Grey Warden, one of the last of an ancient order of guardians. Now, as a rising evil 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* will be released on November 3<sup>rd</sup> in North America and November 6<sup>th</sup> in Europe on the Xbox 360(R) videogame and entertainment system and PC. The PLAYSTATION(R)3 version will follow later in November. *Dragon Age: Origins* is rated M by the ESRB. For more information about *Dragon Age: Origins*, visit [www.dragonage.com](http://www.dragonage.com).

\*Restrictions apply to pre-order programs. See details at [www.eastore.com](http://www.eastore.com) and at participating retailers.

### **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](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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