



BioWare Expands Mass Effect Universe with New Downloadable Content Pack for Episode 1

'Mass Effect: Pinnacle Station' Pack Re-engages Players in Anticipation of Mass Effect 2 this Winter

EDMONTON, Canada, Aug 26, 2009 (BUSINESS WIRE) -- Leading video game developer BioWare(TM), a division of Electronic Arts Inc. (NASDAQ: ERTS) today announced the launch of *Mass Effect: Pinnacle Station*, a new Game Add-on for the original *Mass Effect*(TM) game, the first episode in the epic trilogy. The Game Add-On for the 2007 award-winning Xbox 360(R) video game and entertainment system and downloadable pack for the PC title introduces an intense combat challenge to the epic *Mass Effect* universe. Picking up where the first game ended, players will enter *Pinnacle Station*, a top-secret Alliance training facility. Featuring 13 scenarios ranging from fast-paced combat simulations to high-stakes winner-takes-all wagers, players will push their combat skills to the limit. The *Mass Effect: Pinnacle Station* Game Add-On is available today for 400 Microsoft points on Xbox LIVE Marketplace. It is also available for the PC version at \$5 and can be found at <http://eastore.ea.com>.

In *Pinnacle Station*, players will encounter aggressive simulated enemies and unlock a mysterious new location. In the station players will acquire rare weapons and special armor available exclusively in the *Pinnacle Station* Game Add-On. With each successful mission, players are rewarded with Xbox 360 Achievement points.

"At BioWare, we're committed to providing ongoing support for all our franchises. With *Mass Effect: Pinnacle Station*, you'll execute challenging new combat missions that will allow you to reenter the *Mass Effect* galaxy with a bang!" said Dr. Ray Muzyka, Group General Manager and Senior Vice President, Electronic Arts, and co-founder and CEO, BioWare. "Regardless of whether you choose to start *Mass Effect 2* as a standalone adventure, or import your *Mass Effect* saved games, we know that you will enjoy Episode 2 for all of its intense action, dramatic plot twists and memorable characters."

Pinnacle Station for Xbox 360 is now available for download on LIVE Marketplace for 400 Microsoft points at <http://marketplace.xbox.com/en-US/>. To download the PC version visit the EA store at <http://eastore.ea.com>.

The 1.02 patch for *Mass Effect* is required for the installation of *Pinnacle Station* and is available for download today on <http://masseffect.bioware.com/>.

The *Mass Effect* trilogy is a masterful science fiction adventure set in a vast universe filled with dangerous alien life and mysterious uncharted planets. *Mass Effect 2* is scheduled for release on Xbox 360 and PC in early 2010. Screenshots showcasing *Pinnacle Station* can be found at info.ea.com. Follow us on Twitter at: <http://twitter.com/masseffect2>.

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™, 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. 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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