



BioWare's Dragon Age: Origins to Feature Premium Downloadable Content at Launch

New Content to Provide Gamers With Hours of Additional Gameplay, a New Party Member, Exclusive Armor, Mysterious Abilities, a New Base and More

EDMONTON, Alberta, Oct 08, 2009 (BUSINESS WIRE) -- Leading video game developer BioWare(TM), a division of Electronic Arts Inc. (NASDAQ:ERTS), today announced that it has crafted special bonus content for *Dragon Age(TM): Origins* to be released on launch day. The award winning developer will release several packs of downloadable content (DLC) for the highly anticipated RPG including *The Stone Prisoner*, the *Blood Dragon Armor* and *Warden's Keep*.

"BioWare is dedicated to delivering at high quality for our fans, and we've created something quite special here, some really cool new downloadable content. A brand new party member, fresh adventures and environments to explore, plus powerful new items and abilities - together these will enrich and extend the core game experience, and enable our fans to dive even deeper into the dark, heroic fantasy universe of Dragon Age," said Dr. Ray Muzyka, co-founder of BioWare and the Group General Manager of the RPG/MMO Group at EA.

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. On this journey, players will need to make critical choices that affect the various members of their party.

The Stone Prisoner will give players access to the mighty stone golem Shale who can become one of the most powerful party members in the game. Shale comes with its own personal back-story and unique quests for the player to discover. *The Stone Prisoner* DLC will also include new environments, items and hours of additional gameplay, further deepening the epic *Dragon Age* experience. *The Stone Prisoner* will be available to original purchasers of new copies of *Dragon Age: Origins* at no additional cost via a code* on an insert card in the retail version or as provided by the retailer for digital purchases. *The Stone Prisoner* can also be purchased separately for \$15 on the PlayStation(R) Store, the PC via the in game menu or for 1200 points on Xbox LIVE(R) Marketplace.

The ***Warden's Keep*** premium DLC will provide players of *Dragon Age: Origins* with a new dungeon-exploring adventure, new loot including a set of ancient Grey Warden armor, a chance to gain two of six mysterious new abilities, a new base complete with merchants and a party chest to store their hard-earned items. The *Warden's Keep* adventure is based on an ancient myth in the Dragon Age universe, where two centuries ago the legendary guardians known as the Grey Wardens were expelled from the land amidst a storm of blood and betrayal. Until very recently, the Wardens have been in exile, while their fortress remains overgrown and reportedly haunted. Over the long years, legends of great treasures and forgotten lore have been told of this hidden location, but no one has ever ventured there and returned alive. *Warden's Keep* gives gamers the chance to unearth this lost chapter of Grey Warden history. With their trusty party and a new guide, *Dragon Age: Origins* players will have an opportunity to unravel the mystery behind the fall of *Warden's Keep*, and finally reclaim it for the order. *Warden's Keep* will be available for \$7 on the PlayStation(R) Store, the PC via the in game menu or for 560 points on Xbox LIVE(R) Marketplace. It is also included with the purchase of the Digital Deluxe Edition via a code provided by retailers.

In addition, BioWare will release the ***Blood Dragon Armor*** DLC, a set of themed armor that will give players additional protection in combat. This DLC is available to players who purchase a new copy of *Dragon Age: Origins* (original or Collector's Edition) via a code* included with the game. This armor will be available for use in both *Dragon Age: Origins* on the PlayStation 3 computer and entertainment system, Xbox 360 videogame and entertainment system and PC and in *Mass Effect(TM) 2* on the Xbox 360 and PC.

Dragon Age: Origins will be released on November 3rd in North America and November 6th in Europe on the Xbox 360 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 and 18+ by PEGI.

*One-time use code available with full retail purchase. Expires April 30, 2010.

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 Electronic Arts, a leading global interactive entertainment publisher. For more information on BioWare, visit 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: EATM, EA SPORTSTM, EA MobileTM and POGOTM. 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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SOURCE: Electronic Arts Inc.

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