



BioWare Announces Dragon Age Journeys New Browser-Based Game Now Available

Game Sets the Stage for Dragon Age: Origins and a New Standard for Browser Based Games

EDMONTON, Alberta, Oct 22, 2009 (BUSINESS WIRE) -- Leading video game developer BioWare(TM), a division of Electronic Arts Inc. (NASDAQ:ERTS), today announced that the first chapter of ***Dragon Age(TM) Journeys***, a free* to play browser based game set in the *Dragon Age* world, is now available. ***Dragon Age Journeys*** puts players in the role of a hero exploring the underground dwarven kingdom of Orzammar. Players will uncover a dastardly plot that threatens to unleash a great evil that won't stop until it destroys all living things. Based on BioWare's upcoming dark fantasy epic *Dragon Age: Origins*, ***Dragon Age Journeys*** sets a new standard of quality for browser-based games with addictive combat mechanics and fluid gameplay. Players of ***Dragon Age Journeys*** will have the chance to earn exclusive in game content for *Dragon Age: Origins* on the day of its release.

The game is produced by a new browser-based production team at EA and an all-star team of independent development talent, with the goal of creating premium quality browser games. ***Dragon Age Journeys*** represents EA's commitment to supporting talented independent developers.

"***Dragon Age Journeys*** continues our mission of working with talented game developers and artists to create high quality games, blowing away expectations of what is possible in the browser," said Mark Spenner, VP of Development, EA 2D. "We are honored to be working with BioWare to introduce the Dragon Age franchise to a wide audience of gamers."

"***Dragon Age Journeys*** sets the stage for *Dragon Age: Origins*," said Mark Darrah, Executive Producer, *Dragon Age: Origins*. "The team has shown the Dragon Age Franchise in a bold new light and the release of this game allows a broad audience of players to discover our dark fantasy universe for the first time."

Dragon Age Journeys features intense tactical combat, a compelling story and deep customization. Players can choose from one of six different origin stories, each offering a unique background that shapes the lens of how the player perceives the world and how the world will perceive them. The game will deliver an amazing experience to fans looking for an introduction to BioWare's dark fantasy epic, *Dragon Age: Origins*.

Dragon Age Journeys is now available free to players at www.dragonagejourneys.com and more information is available at www.dragonage.com.

Dragon Age: Origins will be released on November 3rd in North America and November 6th 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.

*Internet connection required.

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: 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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