



Dragon Age: Origins from BioWare Has Gone Gold on All Platforms

All Versions of Dragon Age: Origins to be Available November 3

EDMONTON, Alberta, Oct 23, 2009 (BUSINESS WIRE) -- Leading video game developer BioWare(TM), a division of Electronic Arts Inc. (NASDAQ:ERTS), announced today that the PlayStation(R)3 version of **Dragon Age(TM): Origins** will be available on November 3, 2009 in North America. The PlayStation 3, Xbox 360(R) and PC versions of the game have "gone gold" in North America and are currently in manufacturing ready for their November 3 launch date. At launch, *Dragon Age: Origins* will be available on all three platforms with several packs of downloadable content (DLC) including *The Stone Prisoner*, *the Blood Dragon Armor* and *Warden's Keep*; each further enriching the gameplay experience.

"We're excited to confirm that all three versions of *Dragon Age: Origins* will be available to fans on November 3 in North America," said Ray Muzyka, Group General Manager, RPG/MMO Group of EA, and Co-Founder, BioWare. "The *Dragon Age: Origins* development team was able to polish the PlayStation 3 version to our high standard of quality and we are ready to deliver the richest and deepest role-playing fantasy experience across all three platforms."

In anticipation of the game, players can begin their *Dragon Age: Origins* experience early by joining the BioWare Social Network -- a destination to share in-game screenshots, review game data and share story information. Players can also download the free* to download Character Creator where players can create and customize a player character on the PC and then upload their character data and avatar to the BioWare Social Network before *Dragon Age: Origins* launches. The *Dragon Age: Origins* Character Creator will provide players with the tools to create a character with a nearly endless amount of options. Players can download the character creator and get more information on the BioWare Social Network by [clicking here](#).

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 6th in Europe on the Xbox 360(R) videogame and entertainment system and PC. The European PlayStation(R)3 version will follow later in November. *Dragon Age: Origins* is rated M by the ESRB and 18+ by PEGI.

More information about *Dragon Age: Origins* and the pre-order and first purchase incentives can be found at www.dragonage.com. Follow us on Twitter at: <http://twitter.com/Dragonage>

*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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