



## BioWare to Host International Dragon Age: Origins Competition Called Dragon Age: Origins Wardens' Quest

### ***Dragon Age: Origins Wardens' Quest Will Be a 24 Hour International Gaming Event in London Featuring a \$12,500 Grand Prize for Each Winning Team Member***

EDMONTON, Alberta, Oct 26, 2009 (BUSINESS WIRE) -- Leading video game developer BioWare(TM), a division of Electronic Arts Inc. (NASDAQ:ERTS) announced today the ***Dragon Age: Origins Wardens' Quest***, a 24 hour gaming event for the upcoming dark, epic fantasy ***Dragon Age: Origins***. To celebrate the launch of this award winning new game, BioWare is inviting gamers and press from North America and across Europe to put their skills and endurance to the test as they embark on a tense, epic journey of discovery. On October 28, at 10:00 AM GMT, ten teams of four players each will live, fight and explore the game as the drama unfolds in their 24 hour quest to claim the grand prize. Each winning team member will receive \$12,500. Official rules can be found at <http://www.wardensquest.com>.

"We're extremely excited about the ***Dragon Age: Origins Wardens' Quest*** - it's going to be an awesome chance for gamers to band together to prove they're the best at navigating the world of Dragon Age," said Mark Darrah, Executive Producer, ***Dragon Age: Origins***. "In the game, putting together a strong team is essential to success - in the same way the overall strength of the competing teams will decide who walks away with the money."

There will be ten participating teams representing their countries: the United States, Canada, United Kingdom, France, Netherlands and Belgium, Spain, the Czech Republic and Slovakia, Hungary, Poland and a specially selected team comprised of the most loyal BioWare fans from around the world. The competition will take place in the Debating Chamber at County Hall in London, England. This space will provide a grandiose setting for the competitors to play the game, discuss strategy and battle for the grand prize as teams are eliminated throughout the day. Around the chamber, screens will be used to display leader board stats and show highlights. BioWare staff and costumed actors will further enhance the environment, theatrics and dramatics of the day.

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

For more information on ***Dragon Age: Origins***, please visit [www.dragonage.com](http://www.dragonage.com).

### **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](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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