



BioWare's Dragon Age: Origins Hits Retail Shelves in North America

The Dark, Epic RPG Is Now Available in North America Along With Downloadable Content on Xbox 360, PlayStation3 and PC

EDMONTON, Alberta, Nov 03, 2009 (BUSINESS WIRE) -- Leading video game developer BioWare(TM), a division of Electronic Arts Inc. (NASDAQ:ERTS) announced today that the highly-anticipated game ***Dragon Age(TM): Origins*** is now available on the PlayStation(R)3 computer entertainment system, Xbox 360(R) videogame and entertainment system and PC. *Dragon Age: Origins* introduces a dark and gritty approach to the fantasy genre where players must make ruthless decisions and be willing to sacrifice their friends and loved ones for the greater good of mankind. Several downloadable content packs are also now available, including *Warden's Keep*, *The Stone Prisoner* and *the Blood Dragon Armor*.

"The launch of *Dragon Age: Origins* is the fantasy event of 2009," said Dr. Ray Muzyka, co-founder of BioWare and Group General Manager of the RPG/MMO Group at EA. "I am extremely proud of the entire development team - and we're all very excited to release one of our best games yet!"

BioWare has also launched a robust package of downloadable content (DLC) for *Dragon Age: Origins*. *The Stone Prisoner* gives players access to new environments, items, hours of additional gameplay and the mighty stone golem Shale who can become one of the most powerful party members in the game. *The Warden's Keep* premium DLC provides 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. In addition, BioWare has released the *Blood Dragon Armor* DLC, a set of themed armor that gives players additional protection in combat and will be available for use in both *Dragon Age: Origins* on the PlayStation 3, Xbox 360 and PC and in *Mass Effect (TM) 2* on the Xbox 360 and PC.

Players who previously downloaded the *Dragon Age: Origins Character Creator* to create their player character can now bring their hero to life in *Dragon Age: Origins* for PC. Screenshots, game data and story information can be uploaded to the new BioWare Social Network at <http://social.bioware.com> as players share great moments of their own personal adventure with other community members.

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

Dragon Age: Origins is available today in North America on PlayStation(R)3, Xbox 360(R) videogame and entertainment system and PC. In Europe, *Dragon Age: Origins* will be released on November 6th on the Xbox 360(R) videogame and entertainment system and PC and later in November on 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.

About BioWare

BioWare develops high quality console, PC and online role-playing games, focused on rich stories, unforgettable characters and vast worlds to discover. Since 1995, BioWare has created some of the world's most critically acclaimed titles, including *Baldur's Gate(TM)*, *Neverwinter Nights(TM)*, *Star Wars(R): Knights of the Old Republic(TM)*, *Jade Empire(TM)* and *Mass Effect (TM)*. BioWare operates in Edmonton (Alberta, Canada), Montreal (Quebec) and Austin (Texas). BioWare's announced projects include the dark heroic fantasy game *Dragon Age: Origins*, as well as *Mass Effect 2(TM)*, the epic sequel to *Mass Effect*, and the story-driven massively multiplayer online game, *Star Wars(R): The Old Republic(TM)*. In 2008, BioWare was acquired by Electronic Arts, a leading global interactive entertainment publisher. For more information on BioWare, visit www.bioware.com; to join the millions of fans already registered on our community, go to social.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(TM), EA SPORTS(TM), EA Mobile(TM) and POGO(TM). 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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