



BioWare Announces Mass Effect 2 Collectors' Edition

Special Edition Includes Exclusive Armor and Weapons, Comic Book, and Bonus Content

EDMONTON, Alberta, Nov 05, 2009 (BUSINESS WIRE) -- Recruit your crew and fight for the lost! Leading video game developer BioWare(TM), a division of Electronic Arts Inc. (NASDAQ:ERTS) today announced that the internationally acclaimed Shooter RPG *Mass Effect(TM) 2* will also be released as a Collectors' Edition in limited quantities. Available on January 26 in North America (Jan 29 in EU) alongside the standard edition, the Collectors' Edition of *Mass Effect 2* comes in a premium, tin case and includes the full version of the game, a 48-page hardcover "Art of Mass Effect 2" book, Issue 1 of the *Mass Effect Redemption* comic book, and a bonus DVD with behind-the-scenes and making-of videos. In addition, the *Mass Effect 2* Collectors' Edition will include unique in-game weapons and armor that can only be obtained by purchasing this version. With its larger-than-life hero Commander Shepard, intense shooter action, nuanced characters and a rich storyline, *Mass Effect 2* is one of the most anticipated titles of 2010.

"We're really excited to roll out this Collectors' Edition featuring so many unique items, including special Collectors' Edition armor and weapons and content that will surprise Mass Effect fans," said Dr. Ray Muzyka, co-founder, BioWare and Group General Manager of the RPG/MMO Group of EA. "The limited edition comic book and bonus DVD will really enhance and expand the overall Mass Effect 2 experience."

The *Mass Effect* trilogy is an emotionally charged science fiction adventure set in a vast universe filled with dangerous alien life and mysterious, uncharted planets. In *Mass Effect 2*, players will once again step into the role of the heroic Commander Shepard, commanding their crew of some of the most dangerous operatives from across the galaxy on a mission so challenging that it's potentially suicidal. Featuring intense shooter action, a rich futuristic storyline, space exploration and emotionally engaging character interaction, the game delivers an unparalleled cinematic experience.

Mass Effect 2 will be available on the Xbox 360(R) videogame and entertainment system and PC. The *Mass Effect 2* Collectors' Edition will retail at an MSRP of \$69.99 on Xbox 360 and \$59.99 on PC. *Mass Effect 2* assets are available at info.ea.com. Follow us on Twitter: <http://twitter.com/masseffect2>. For more information on *Mass Effect 2*, go to <http://masseffect.bioware.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), headquartered 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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Photos/Multimedia Gallery Available: <http://www.businesswire.com/cgi-bin/mmg.cgi?eid=6092385&lang=en>

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