



## BioWare Unveils 'The Cerberus Network' - An In-Game Pipeline for Downloadable Content in Mass Effect 2

### ***On January 26 Mass Effect 2 Players Can Download Exciting Bonus Content***

EDMONTON, Alberta, Jan 19, 2010 (BUSINESS WIRE) -- BioWare(TM), a division of Electronic Arts Inc. (NASDAQ:ERTS), today revealed 'The Cerberus Network', an in-game portal in *Mass Effect 2* that will keep fans engaged with the rich and dynamic *Mass Effect* universe through downloadable content (DLC) and news. 'The Cerberus Network' is activated exclusively by original purchasers of *Mass Effect 2* through a single-use unlock code that comes included in retail and digital versions of the game worldwide. 'The Cerberus Network' is a conduit for players to receive bonus content as well as daily messages and news on upcoming releases for *Mass Effect 2* for no extra charge. For players who do not buy the game new, 'The Cerberus Network' can be unlocked through a one-time, in-game purchase of a new activation code\*.

*Mass Effect 2* is the first blockbuster video game release of 2010, having recently been named as one of the "Most Anticipated Games of the Year" by the *New York Times*, *IGN* and *Wired*.

"The Cerberus Network augments and extends the rich universe of *Mass Effect 2*," said Dr. Ray Muzyka, co-founder, BioWare and Group General Manager of the RPG/MMO Group of EA. "We're thrilled to be able to reward loyal BioWare and *Mass Effect* fans with ongoing, high quality content and provide a direct channel for our players to dive deeper into the intriguing lore of *Mass Effect*."

Players who access 'The Cerberus Network' will receive the first DLC pack on January 26<sup>th</sup> (launch day in North America) featuring new missions and in-game items. Included in this pack is a mission that introduces Zaeed, a rugged and deadly gun-for-hire who is recruited to join Commander Shepard's mission to save mankind.

After launch, BioWare will release another DLC pack for *Mass Effect 2* that introduces the Hammerhead, a new vehicle in the *Mass Effect* universe. This agile hover tank features improved handling on rough terrain and maneuvers deftly in combat -- a necessity for players traveling across harsh planetary environments throughout the galaxy. In addition to this new vehicle, BioWare will release new missions and unique in-game items, including Cerberus Assault Armor which boost shields, health and heavy weapon ammo and the M-22 Eviscerator Shotgun.

The *Mass Effect* trilogy is an epic science fiction adventure set in a vast universe filled with dangerous alien life and mysterious, uncharted planets. In *Mass Effect 2*, players will step into the role of the heroic Commander Shepard, commanding a crew 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, stunning space exploration and emotionally engaging characters, the game delivers an unparalleled cinematic experience.

*Mass Effect 2* is scheduled for release on the Xbox 360(R) videogame and entertainment system and PC on January 26, 2010 in North America and January 29, 2010 in Europe and has been rated 'M' for Mature by the ESRB and '18+' by PEGI (please visit [www.esrb.org](http://www.esrb.org) and [www.pegi.eu](http://www.pegi.eu) for more information on ratings). For more news from the development team, please follow us on Twitter at <http://twitter.com/masseffect2> or visit the game's official website at <http://masseffect.bioware.com/>.

\* Activation is tied to a specific EA Online account and is non-transferable.

### **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](http://www.bioware.com); to join the millions of fans already registered on our community, go to [social.bioware.com](http://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<sup>(TM)</sup>, EA SPORTS<sup>(TM)</sup>, EA Mobile<sup>(TM)</sup> and POGO<sup>(TM)</sup>. 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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