



## EA's Mass Effect 2 Trailer Makes Epic TV Debut During NFC Championship

### 2010'S Biggest Video Game Explodes Into 35 Million Homes

EDMONTON, Alberta, Jan 22, 2010 (BUSINESS WIRE) -- All eyes won't just be on the New Orleans Saints and Minnesota Vikings this Sunday as *Mass Effect 2*, BioWare's highly anticipated action-RPG video game, will appear on national television to over 35 million expected viewers with an explosive two minute launch trailer. Leading into the white-knuckle excitement of the NFC Championship's fourth quarter, football fans and gamers alike will be on the edge of their seats for a glimpse of the non-stop action in *Mass Effect 2* led by Commander Shepard in the full-length gameplay trailer, uncut and on the big screen.

Fans wanting a football and gaming fix can participate in the "Watch the NFC Championship with BioWare" event where they can interact and chat live with the *Mass Effect 2* development team as they stream live from the BioWare games room via Ustream. Participants will also get an exclusive sneak peak at *Mass Effect 2* as the team will stream live gameplay during halftime. Highly coveted BioWare "shwag" will also be given away to participants every 15 minutes during the event.

**WHO:** BioWare, a division of Electronic Arts Inc.

**WHAT:** *Mass Effect 2* launch trailer makes national broadcast debut

**WHEN:** NFC Championship Game - Minnesota Vikings vs. New Orleans Saints  
Sunday, January 24<sup>th</sup> at 6:40 ET; 4<sup>th</sup> Quarter on FOX

**WHY:** *Mass Effect 2* launches in North America on January 26, 2010 and in Europe on January 29, 2010

**CONTACT:** Media interviews will be available upon request, please contact Lisa Chan at [lisachan@ea.com](mailto:lisachan@ea.com) or 650-628-2748

#### About *Mass Effect 2*:

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/>.

#### 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), Montréal (Québec), 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 the world's leading electronic entertainment publisher, Electronic Arts. For more information on BioWare, visit [www.bioware.com](http://www.bioware.com)

\*BioWare, *Mass Effect*, *Dragon Age* and *Jade Empire* are trademarks or registered trademarks owned by EA International (Studio and Publishing) Ltd. in the U.S. and/or other countries. EA, EA SPORTS, EA SPORTS BIG and POGO are trademarks or registered trademarks of Electronic Arts Inc. in the U.S. and/or other countries. Xbox and Xbox 360 are trademarks of the Microsoft group of companies. Nintendo DS is a trademark of Nintendo. All other trademarks are the property of their respective owners.

## **About Electronic Arts:**

Electronic Arts Inc. (EA), headquartered in Redwood City, California, is the world's leading interactive entertainment software company. Founded in 1982, the Company develops, publishes, and distributes interactive software worldwide for video game systems, personal computers, cellular handsets and the Internet. Electronic Arts markets its products under four brand names: EA SPORTS(TM), EA(TM), EA SPORTS Freestyle(TM) and POGO(TM). In fiscal 2008, EA posted GAAP net revenue of \$3.67 billion and had 27 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>.

\*BioWare, Mass Effect, Dragon Age and Jade Empire are trademarks or registered trademarks owned by EA International (Studio and Publishing) Ltd. in the U.S. and/or other countries. EA, EA SPORTS, EA SPORTS BIG and POGO are trademarks or registered trademarks of Electronic Arts Inc. in the U.S. and/or other countries. Xbox and Xbox 360 are trademarks of the Microsoft group of companies. . All other trademarks are the property of their respective owners.

SOURCE: Electronic Arts

Electronic Arts  
Lisa Chan, 650-628-2748  
[lisachan@ea.com](mailto:lisachan@ea.com)

Copyright Business Wire 2010