



## Experience a Blood-Soaked Rise to Power When BioWare Launches Dragon Age 2 on March 8, 2011

### ***Watch the First Dragon Age 2 Trailer "Destiny" and Pre-Order the Highly Anticipated Action RPG Today***

COLOGNE, Germany, Aug 17, 2010 (BUSINESS WIRE) -- Leading video game developer BioWare(TM), a division of Electronic Arts Inc. (NASDAQ: ERTS), announced today that *Dragon Age*<sup>(TM)</sup>2 will be available on March 8, in North America and March 11, 2011 in Europe. *Dragon Age 2* is the sequel to the 2009's "RPG of the Year", featuring faster-paced action, striking new art direction and an updated method of storytelling that will allow gamers to experience the rise to power of one of the most important characters in the *Dragon Age* universe. The game's first trailer, "Destiny", is available for viewing now at [www.DragonAge.com](http://www.DragonAge.com).

"The *Dragon Age* franchise got off to a tremendous start. With *Dragon Age 2*, we are building on the outstanding RPG fundamentals the original delivered while taking the franchise in a new direction with faster, more responsive combat that will allow players to think like a general, but fight like a Spartan," said Mark Darrah, executive producer at BioWare. "We are giving the franchise's gameplay a shot of adrenaline. We can't wait to get the game in people's hands so they can feel the difference."

*Dragon Age 2* thrusts players into the role of Hawke, a refugee who survives the destruction of his homeland and becomes the Champion of Kirkwall. The lore around Hawke's rise to power is shrouded in myth and rumor and is the driving force behind this all-new story spanning 10 years in the *Dragon Age* universe timeline. Players will uniquely experience how this legend unfolds by gathering the deadliest of allies, making tough moral choices, amassing fame and fortune, and sealing their place in history.

For more information on *Dragon Age 2*, please visit [www.DragonAge.com](http://www.DragonAge.com), follow the game at [www.twitter.com/dragonage](http://www.twitter.com/dragonage) and on Facebook at <http://www.facebook.com/DragonAgeOrigins>.

### **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), *Mass Effect*(TM) and *Dragon Age*<sup>(TM)</sup>. BioWare operates in Edmonton (Alberta, Canada), Montreal (Quebec), Austin (Texas) and Fairfax (Virginia). Currently announced projects at BioWare include the development of ongoing downloadable content for *Mass Effect 2*, one of the highest rated video games of all time, *Dragon Age 2*, the highly anticipated sequel to 2009's "RPG of the Year" *Dragon Age: Origins*, 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), or follow us on Twitter at [www.twitter.com/biofeed](http://www.twitter.com/biofeed). To join the millions of fans already registered on our community, go to <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 SPORTS(TM), EA(TM), EA Mobile(TM) and POGO(TM). In fiscal 2010, EA posted GAAP net revenue of \$3.7 billion and had 27 titles that sold more than one million units. 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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