



## BioWare's Action RPG Mass Effect 2 Makes PlayStation 3 Debut

### *The Highest Rated Game of 2010 Comes to PS3 in January 2011*

COLOGNE, Germany, Aug 17, 2010 (BUSINESS WIRE) -- Today at GamesCom, BioWare(TM), a division of Electronic Arts Inc. (NASDAQ:ERTS), announced that *Mass Effect(TM) 2*, the highest rated game of 2010 for the Xbox 360(R) video game and entertainment system and PC\*, is coming to the Sony PlayStation(R)3 computer entertainment system in January 2011. The PlayStation 3 edition will include the full *Mass Effect 2* game and hours of bonus content, making this the perfect introduction to BioWare's award-winning action RPG franchise.

*Mass Effect 2* has already received over 70 perfect scores from media outlets such as the Associated Press, Eurogamer, MSNBC.com, G4TV and the Los Angeles Times, and is the highest rated game in the 15-year history of BioWare and the 28-year history of EA.

The *Mass Effect* franchise is an epic science fiction adventure set in a vast universe filled with dangerous aliens and mysterious, uncharted planets. In *Mass Effect 2*, PlayStation 3 players will step into the role of Commander Shepard for the very first time, leading a crew of the most dangerous special operatives from across the galaxy on a mission to save mankind. Featuring intense shooter action, a rich storyline, space exploration and emotionally engaging character interaction, *Mass Effect 2* delivers an unparalleled gameplay experience.

*Mass Effect 2* will be available for the PlayStation 3 in January 2011. For more information, please visit <http://masseffect.bioware.com/> and follow the development team at [www.twitter.com/masseffect2](http://www.twitter.com/masseffect2) or at <http://www.facebook.com/masseffect>.

\* According to Metacritic.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)*, *Mass Effect(TM)* and *Dragon Age(TM)*. 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(TM)*, 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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