



BioWare Rewards Eager Fans With Free Upgrade to the Dragon Age II BioWare Signature Edition

Pre-Order the Highly Anticipated Action RPG by January 11, 2011 and Receive an Automatic Upgrade to the BioWare Signature Edition Including \$20 of Bonus Content at No Additional Cost

EDMONTON, Alberta, Oct 14, 2010 (BUSINESS WIRE) -- Leading video game developer BioWare(TM), a division of Electronic Arts Inc. (NASDAQ:ERTS), announced today the *Dragon Age(TM) II BioWare Signature Edition*. This limited edition of the highly anticipated action RPG will be available at no extra cost for gamers who pre-order *Dragon Age II* before January 11, 2011. Featuring over \$20 of additional content, the *Dragon Age II BioWare Signature Edition* includes the full version of *Dragon Age II*, along with a download code for an additional playable character and new missions, the *Dragon Age II* digital soundtrack, an exclusive in-game digital armory featuring a variety of weapons and other digital items. The *Dragon Age II BioWare Signature Edition* will only be available for pre-order and online purchase on or before January 11, 2011.*

"Over the past 15 years, we've been privileged to have the support of a passionate community of fans, who continue to grow in number with every game we release," said Dr. Ray Muzyka, Senior Vice President of Electronic Arts and co-founder and Group General Manager of BioWare. "The *BioWare Signature Edition* of *Dragon Age II* is a chance for us to reward loyal fans who pre-order the game by providing them with additional high-quality content for free."

Dragon Age II is the sequel to the 2009's "RPG of the Year," featuring faster-paced action, striking new art direction and a gripping storytelling approach that allows gamers to experience the rise to power with the game's key character, Hawke. A refugee who survives the destruction of his homeland, Hawke becomes the Champion of Kirkwall but the lore surrounding his rise to power is shrouded in myth and rumor. These mysteries are the driving force behind the all-new *Dragon Age II* story, which spans nearly 10 years in the *Dragon Age* universe. Players will experience how the legend unfolds by gathering the deadliest of allies, making tough moral choices, amassing fame and fortune and sealing their place in history.

Dragon Age II will be available on the PlayStation(R)3 computer entertainment system, Xbox 360(R) video game and entertainment system and PC in North America on March 8, 2011 and in Europe on March 11, 2011. For more information on *Dragon Age II*, please visit www.DragonAge.com, follow the game at twitter.com/dragonage and on Facebook at <http://www.facebook.com/DragonAgeOrigins>.

* After January 11, 2011 the *Dragon Age II BioWare Signature Edition* will no longer be available for purchase or pre-order.

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), Fairfax (Virginia) and Galway (Ireland). 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, or follow us on Twitter at 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. 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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