



## BIOWARE HITS HIGH SCORES ON TOP EMPLOYER LIST

EDMONTON, Oct. 19, 2010 (Canada NewsWire via COMTEX News Network) -- Edmonton/Montreal video game developer once again named one of Canada's Top 100 Employers

Leading video game developer BioWare™, a division of Electronic Arts Inc. (NASDAQ: ERTS), today announced that it has been recognized as one of Canada's Top 100 Employers, marking the fifth time BioWare has made this list since 2004.

"It's a huge honour to once again be recognized as one of Canada's top employers, and testament to our entire team's focus on sustaining and nurturing quality in the workplace, which is one of our core values," said Aaryn Flynn, Studio General Manager for BioWare Edmonton and BioWare Montreal. "As a creative company at the leading edge of interactive entertainment, this award affirms that BioWare is an employer of choice for current and prospective employees in Canada and around the world."

"BioWare has always embraced a deep commitment to a quality employee experience - we are passionate about quality in our workplace and in our products," said Ray Muzyka, Co-Founder of BioWare and Senior Vice President at EA. "Today as a division of Electronic Arts, we continue to embrace this value as we expand and evolve BioWare's studios in Edmonton, Montreal, Austin, Fairfax, and our newest operation in Galway, Ireland."

Data for Canada's Top 100 Employers award is compiled and analyzed by Medicorp Canada Inc. This year, more than 75,000 employers were tracked and 2,750 employers completed the application process for The Top 100 Employers list. Winners were selected based on a number of criteria, including outstanding human resource practices, exceptional training and development opportunities for employees, and community involvement. More information about the Top 100 Employers award is available at <http://www.canadastop100.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™, Neverwinter Nights™, Star Wars™ Knights of the Old Republic™, Jade Empire™, Mass Effect™ and Dragon Age™. 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®: The Old Republic™. 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™, EA™, EA Mobile™ and POGO™. 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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