



BioWare Delivers Superior Value and Quality with the Dragon Age: Origins - Ultimate Edition

Experience the 2009 RPG of the Year and all of the Dragon Age: Origins Expansions and Extras for \$59.99

EDMONTON, Alberta, Oct 27, 2010 (BUSINESS WIRE) -- Leading video game developer BioWare(TM), a division of Electronic Arts Inc. (NASDAQ: ERTS), announced today that the *Dragon Age(TM): Origins - Ultimate Edition*, a special edition of BioWare's award-winning dark fantasy RPG, including all of the game's post-release downloadable content, is available now. The *Ultimate Edition* includes *Dragon Age: Origins*, the expansion pack *Dragon Age: Origins - Awakening*, and seven DLC packs including Warden's Keep, The Stone Prisoner, Return to Ostagar, Darkspawn Chronicles, Leliana's Song, Golems of Amgarrak and Witch Hunt. The complete package, valued at over \$114, is available for the low price of \$59.99. With the *Ultimate Edition*, BioWare offers gamers the opportunity to collect new rewards, gain new party members and to explore the rich world of *Dragon Age* ahead of the launch of 2011's highly anticipated release of *Dragon Age II* next March.

Dragon Age: Origins is a larger-than-life tale of violence, lust and betrayal that places gamers in the role of a Grey Warden, an ancient order of guardians who have defended the lands throughout the centuries. Gamers explore a stunning world and make complex moral choices that affect the outcome of the game, full character customization, the potential to develop romantic relationships and bone-crushingly visceral combat. Hailed by Seth Schiesel of *The New York Times* as, "...perhaps the best electronic game made yet," *Dragon Age: Origins* has been widely recognized as one of the best games of 2009, earning "RPG of the Year honors" from SpikeTV, Game Informer and IGN, while taking home over 30 "Best of 2009" awards in total.

For more information on the *Dragon Age: Origins - Ultimate Edition*, please visit the game's official web site at <http://dragonage.bioware.com>, follow the development team on Twitter at <http://twitter.com/dragonage>, or on Facebook at <http://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(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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SOURCE: Electronic Arts Inc.

Electronic Arts
Cindy Lum, 650-628-3835
Sr. Publicist
clum@ea.com

Andrew Wong, 650-628-7281
Sr. PR Manager
anwong@ea.com

or
fortyseven communications
for Electronic Arts
Teresa Tyndorf, 323-658-1200
bioware@fortyseven.com

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