



EA Unveils Mass Effect 3

Continue Commander Shepard's Epic Journey When BioWare's Universally Acclaimed Action RPG Franchise Returns Holiday 2011

EDMONTON, Alberta--(BUSINESS WIRE)-- It's humanity's last stand and only Shepard can save us. On Saturday, leading video game developer BioWare™, a division of Electronic Arts Inc. (NASDAQ: ERTS), unveiled *Mass Effect™*, one of the most highly anticipated games of 2011. After weeks of rumor across dozens of gaming websites and blogs, the speculation finally came to an end as the world witnessed, "Earth", the game's spectacular premier trailer, broadcast exclusively on the Spike Video Game Awards (VGAs). *Mass Effect 3* is the pinnacle of Commander Shepard's emotionally charged journey. To view "Earth", please visit <http://masseffect.com>. *Mass Effect 3* is set to launch globally in holiday 2011 on the Xbox 360® video game and entertainment system, the PlayStation®3 computer entertainment system and the PC -- this marks the first time the *Mass Effect* franchise will launch on all three major platforms simultaneously. Also at the Spike VGAs, the game's predecessor, *Mass Effect 2* was awarded with the "Best RPG" and "Best Xbox 360 Game" of the year awards and BioWare was named "Studio of the Year".

"At BioWare, we are always driving ourselves to improve and I firmly believe our best work is still ahead of us," said Dr. Ray Muzyka, Group General Manager and Co-Founder of BioWare. "We could not be prouder of the team's accomplishments with *Mass Effect 2*, and are excited and humbled by all of the recognition the game has received so far. We can't wait to show you what the team is doing to make *Mass Effect 3* an even bigger success."

The *Mass Effect* franchise is set in an epic science fiction universe, filled with dangerous alien life and mysterious, uncharted planets. Featuring intense action, a rich, futuristic storyline, space exploration and emotionally engaging character interaction, the franchise delivers an unparalleled cinematic experience. *Mass Effect 2* is the highest rated videogame of 2010 on Xbox 360, the PC and one of the highest rated pieces of entertainment overall according to Metacritic.com. The three awards picked up at the Spike VGAs are the latest in an ongoing series of global recognition that includes "Ultimate Game of the Year" honors from The Golden Joysticks and over 35 other awards and over 70 other perfect review scores.

Mass Effect 2 is available now for the Xbox 360 and PC. The *Mass Effect* franchise will make its first appearance on the PlayStation 3 console when *Mass Effect 2* ships to retailers on January 18, 2011 in North America and January 21, 2011 in Europe. The PlayStation 3 demo of *Mass Effect 2* will be available on PlayStation Network starting December 21, 2010 in North America and December 22, 2010 in Europe.

For more information on *Mass Effect*, please visit <http://masseffect.com> or the newly redesigned BioWare website at <http://bioware.com>. You can also follow the game on Twitter at <http://twitter.com/masseffect2> or "Like" *Mass Effect* on Facebook at <http://www.facebook.com/masseffect>.

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 PlayStation 3 version of *Mass Effect 2*, one of the highest rated video games of all time, *Mass Effect 3*, *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, 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™, EA™, EA Mobile™ and POGO™. In fiscal 2010, EA posted GAAP net revenue of \$1.7 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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