



BioWare's Award-Winning Mass Effect 2 Makes PlayStation 3 Debut Today

The Highest Rated Game on Xbox 360 and PC in 2010 Comes to PS3, Including Six Hours of Bonus Missions and New Exclusive Mass Effect Genesis Interactive Comic

EDMONTON, Alberta--(BUSINESS WIRE)-- The time has arrived for PlayStation®3 owners to take on the role of Commander Shepard and to join his fight to save humanity! BioWare™, a division of Electronic Arts Inc. (NASDAQ:ERTS), announced today that *Mass Effect™ 2* is now available on the PlayStation 3 for \$59.99 in North America at retail and on PlayStation® Network*. The PlayStation 3 version of *Mass Effect 2*, which received a perfect 10 out of 10 score from *PlayStation: The Official Magazine*, will include six hours of bonus content, including "Kasumi — Stolen Memories", "Overlord" and the award-winning "Lair of the Shadow Broker".

"The PlayStation 3 version of *Mass Effect 2* offers gamers a great entry point to the *Mass Effect* experience," said Casey Hudson, Executive Producer of the *Mass Effect* franchise. "We're extremely excited and proud to now bring PlayStation 3 owners the opportunity to explore the rich and tumultuous universe of *Mass Effect* and shape the story and events within it by the individual choices they make."

The *Mass Effect* trilogy is an epic science fiction adventure set in a vast universe filled with dangerous alien life and mysterious, uncharted planets. In *Mass Effect 2*, players will step into the role of the heroic Commander Shepard, commanding their crew of some of the most dangerous operatives from across the galaxy on a mission so challenging that it's potentially suicidal. Featuring intense shooter action, a rich futuristic storyline, space exploration and emotionally engaging character interaction, the game delivers an unparalleled cinematic experience. *Mass Effect 2* has received more than 120 awards, including 2010 Game of the Year honors from IGN.com, MSNBC.com, GameTrailers.com, Eurogamer.net, Game Reactor and G4TV who praised it as "one of the best synergies of writing, role-playing, and combat."

Mass Effect Genesis, an interactive comic from Dark Horse Comics and BioWare, will also be available today exclusively on the PlayStation 3 computer entertainment system, giving players a high-level overview of the events of the original *Mass Effect*. The interactive comic offers players the chance to make critical choices that will affect their storyline in *Mass Effect 2* and beyond. *Mass Effect Genesis* is included in the Cerberus Pack, a downloadable content pack included for first time purchasers of *Mass Effect 2* on PlayStation 3. Players who do not have original access to the Cerberus Pack can purchase it for \$14.99 on the PlayStation Network.

Mass Effect 2 on the PlayStation 3 has a MSRP of \$59.99 in North America, and it will be available in Europe on January 21, 2011. For more information, please visit <http://masseffect.bioware.com/> and follow the development team at twitter.com/masseffect2 or at <http://www.facebook.com/masseffect>.

**Requires PlayStation Network account and internet connection*

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 \$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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