



BioWare Brings Award-Winning Dragon Age Franchise to Google+

Play4Free Hit Dragon Age Legends Available Now as a Launch Title on Google's New Social Project

REDWOOD CITY, Calif.--(BUSINESS WIRE)-- BioWare™, a division of Electronic Arts Inc. (NASDAQ:ERTS) today announced that *Dragon Age™ Legends*, EA's popular dark fantasy Play4Free® RPG is now available on Google+™. Developed by BioWare San Francisco (formerly EA 2D) *Dragon Age Legends* is available today and is the only game of its kind on Google's new real-life social project. *Dragon Age Legends* extends the award-winning *Dragon Age* franchise and reinvents it for social play on Google+. The game blends accessible and engaging tactical combat, progression and exploration in the *Dragon Age* universe, and is perfect for co-operative and competitive gameplay across players' Google+ Circles and Hangouts.

"We're very excited to be among the first games launching on Google's new social project. It's an honor to join Google in celebrating the birth of their gaming platform on Google+ by expanding *Dragon Age Legends* to an even wider audience," said Dr. Ray Muzyka, Co-founder of BioWare, and General Manager of the BioWare Label at EA. "*Dragon Age Legends* raises the quality bar for social network games. By bringing the franchise to Google+, we're able to connect and entertain millions of existing and new fans within the rich, immersive *Dragon Age* universe!"

Dragon Age Legends for Google+ will put players back into the Free Marches, the primary setting of *Dragon Age II*. Alongside their Google+ friends, players will take on challenging quests within an engaging storyline, earning loot, sharing rewards and growing their kingdom. The game includes a gratifying character customization and upgrade system that allows players to defeat demons and Darkspawn to become a legendary hero within the *Dragon Age* universe, as well as exciting player versus player combat in the Guild arenas, enabling players to prove their mettle against their friends' armies.

Dragon Age II launched on March 8, 2011 for the Xbox 360® videogame and entertainment system, the PlayStation®3 computer and entertainment system and the PC. The game's first major downloadable content pack, *Dragon Age Legacy*, was released on all platforms on July 26. For more information on *Dragon Age Legends*, and to play the game please visit www.dragonagelegends.com or www.plus.google.com. To join the *Dragon Age* community, please visit <http://social.bioware.com>.

About BioWare

The BioWare Label is a division of EA which crafts high quality multiplatform role-playing, MMO and strategy games, focused on emotionally engaging, rich stories with unforgettable characters and vast worlds to discover. Since 1995, BioWare has created some of the world's most critically acclaimed titles and franchises, including *Baldur's Gate™*, *Neverwinter Nights™*, *Star Wars®: Knights of the Old Republic™*, *Jade Empire™*, *Mass Effect™* and *Dragon Age™*. BioWare currently operates in seven locations across the world, including Edmonton (Alberta, Canada), Montreal (Quebec, Canada), Austin (Texas), Fairfax (Virginia), San Francisco (California), Los Angeles (California) and Galway (Ireland).

Currently announced projects at BioWare include the development of *Mass Effect 3*, the sequel to 2010's Game of the Year *Mass Effect 2*, ongoing downloadable content for *Dragon Age II* such as *Dragon Age II Legacy*, the social Play4Free RPG for Facebook, *Dragon Age Legends*, and the story-driven, massively multiplayer online roleplaying game, *Star Wars®: The Old Republic™*. BioWare also operates the award-winning MMOs *Warhammer® Online: Age of Reckoning®*, *Dark Age of Camelot™* and *Ultima Online™*.

In 2008, BioWare was acquired by Electronic Arts, a leading global interactive entertainment publisher. In 2011 EA created the BioWare Label, alongside EA Games, EA Sports and EA Play. 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 with the BioWare community, go to <http://social.bioware.com>.

About Electronic Arts

Electronic Arts (NASDAQ:ERTS) is a global leader in digital interactive entertainment. The Company's game franchises are offered as both packaged goods products and online services delivered through Internet-connected consoles, personal computers, mobile phones and tablets. EA has more than 100 million registered players and operates in 75 countries.

In fiscal 2011, EA posted GAAP net revenue of \$3.6 billion. Headquartered in Redwood City, California, EA is recognized for critically acclaimed, high-quality blockbuster franchises such as The Sims™, Madden NFL, FIFA Soccer, Need for Speed™, Battlefield, and Mass Effect™. More information about EA is available <http://info.ea.com>.

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Source: Electronic Arts Inc.

News Provided by Acquire Media