



BioWare Unveils Mass Effect 3: Galaxy at War System Featuring Series Debut of Multiplayer

Fight the Galactic War from New Fronts and Platforms Including Four-Player Co-Operative Multiplayer

EDMONTON, Alberta--(BUSINESS WIRE)-- Earth has been captured, the galaxy is on the verge of total extinction, and it's up to you as Commander Shepard to assemble the counter offensive and take Earth back. Award-winning developer BioWare, a label of Electronic Arts Inc. (NASDAQ:ERTS), announced today that multiplayer will be coming to the critically-acclaimed *Mass Effect*™ series for the very first time as part of the new *Mass Effect 3: Galaxy at War* system. With the *Mass Effect 3: Galaxy at War* system, players will fight for the survival of the galaxy against an ancient alien race known only as, Reapers, in both the single player campaign and through a suite of *Mass Effect* games and applications. Progress made in each of the components of the system, including the new multiplayer mode, will directly link back to the player's main campaign, helping Commander Shepard rally the forces of the galaxy to eliminate the Reaper threat once and for all. The *Mass Effect 3: Galaxy at War* feature can be activated via the Online Pass code found in every new copy of *Mass Effect 3*. The *Mass Effect 3* Online Pass can also be purchased separately on the Xbox 360® videogame and entertainment system and PlayStation®3 computer entertainment system.

"The theme of galactic war in *Mass Effect 3* presents us with the perfect opportunity to introduce multiplayer into the *Mass Effect* series," said Casey Hudson, Executive Producer of the *Mass Effect* series. "Multiplayer not only features amazing combat and deep customization options, but it will give players another way to help the war effort against the Reapers in the main event -- the single player campaign."

Featuring four-player cooperative gameplay, multiplayer in *Mass Effect 3* puts players in the role of a team of elite Special Forces soldiers sent to protect resources and assets that can help the war effort against the Reapers. Players will have the option of playing as one of six classes and from six different races: Human, Krogan, Asari, Drell, Salarian and Turian.

Multiplayer and other components of the *Mass Effect 3: Galaxy at War* system provide alternative ways for players to wage the final war against the Reapers. The new system will also connect players to their BioWare Social Network accounts to stay up to date on the latest *Mass Effect 3* news and access downloadable content (DLC) and add-ons.

The *Mass Effect* franchise is one of the most highly decorated series in the history of games, having earned over 200 awards worldwide. *Mass Effect 3* arrives on the Xbox 360® videogame and entertainment system, PlayStation®3 computer entertainment system and PC in North America on March 6, 2012 and in Europe on March 9, 2012. For more information on *Mass Effect 3*, please visit <http://masseffect.com>, follow the game on Twitter at <http://twitter.com/masseffect> or "like" the game on Facebook at <http://facebook.com/masseffect>.

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).

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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