



EA, BioWare and LucasArts Usher in a Force in Online Games as *Star Wars™: The Old Republic™* Goes Live Today

From Midnight Store Openings to the Opening Bell of the NASDAQ, Gamers and Star Wars™ Fans Celebrate the Start of the Personal Star Wars Saga Online Today

REDWOOD CITY, Calif.--(BUSINESS WIRE)-- A stunning *Star Wars* universe. Thousands of hours of gameplay. Gripping stories. Engrossing dialogue performed by hundreds of talented voice actors. BioWare, a label of Electronic Arts Inc. (NASDAQ:EA), today is proud to turn on the servers for one of the most anticipated games of all time, *Star Wars: The Old Republic*, winner of over 100 awards from critics around the world. Last night, fans lined up around the block on the eve of launch at retail outlets in New York, Paris, London, Austin and other cities across the world, celebrating the debut of the game with gatherings complete with costumed characters and memorabilia giveaways. This morning, EA, BioWare and LucasArts continue the launch celebration by hosting the opening ceremony and ringing the bell at the NASDAQ stock exchange. The ceremony can be viewed at <http://nasdaq.com>. As the servers go live and fans flood into the game, BioWare customer support teams are managing the network infrastructure to ensure every player has a smooth, easy and fun experience getting into the game.

"Today represents an amazing milestone for BioWare, EA and *Star Wars* fans everywhere and we are confident it has been worth the wait," said Dr. Ray Muzyka, Co-Founder, BioWare and General Manager, EA's BioWare Label. "The support and resources going into *Star Wars: The Old Republic* are not ending today. The innovations we're bringing to the category are just the start of a journey and ongoing investment in our players that will grow, evolve and transform based on player feedback over the weeks, months and years ahead."

Dr. Greg Zeschuk, Co-Founder, BioWare and General Manager of the BioWare Label's MMO Business Unit, added: "The addition of story and personal choice to the MMO genre is going to fundamentally change the way people perceive MMOs moving forward, especially when it is experienced at its fullest potential with high-quality writing and voice acting. We are extremely happy with where *The Old Republic* stands at launch and we can't wait to grow the game with our community to make it even better in the future."

Star Wars: The Old Republic is a story-driven, massively multiplayer online (MMO) game from BioWare and LucasArts, breaking new ground in online gaming by delivering high quality, fully voiced storylines with personal choice and consequences. Set thousands of years before the classic *Star Wars* movies, players will be immersed as they team up with friends online to fight in heroic battles reminiscent of the films, exploring a galaxy of vibrant planets and experiencing visceral *Star Wars* combat. Players will be asked to join forces with either the Galactic Republic or Sith Empire and choose one of eight iconic *Star Wars* characters, including the Jedi Knight, Jedi Consular, Smuggler, Trooper, Sith Warrior, Sith Inquisitor, Bounty Hunter and Imperial Agent. Set against a sweeping musical score, *Star Wars: The Old Republic* will be the most emotionally engaging online gaming experience ever.

Included with the purchase of every copy of *Star Wars: The Old Republic* is 30 days of access to the game, after which players can continue to play through subscribing* at either \$14.99 per month, \$41.97 for 3 months (\$13.99 per month), or \$77.94 for six months (\$12.99 per month). For more information on *Star Wars: The Old Republic*, please visit www.StarWarsTheOldRepublic.com, follow the game on Twitter® at <http://twitter.com/swtor> or "Like" *Star Wars: The Old Republic* on Facebook® at <http://facebook.com/starwarstheoldrepublic>.

* Subscription pricing in the United Kingdom will be £8.99 per month, £25.17 for three months (£8.39 per month) or £46.14 for six months (£7.69 per month). Subscription pricing in Europe will be €12.99 per month, €35.97 for three months (€11.99 per month) or €65.94 for six months (€10.99 per month).

About LucasArts

Founded in 1982 by filmmaker George Lucas, LucasArts is a leading publisher and developer of interactive entertainment. With development facilities in San Francisco and Singapore, LucasArts leverages the global skills, technology and resources of the Lucasfilm family of companies -- including visual effects leader Industrial Light & Magic, Lucasfilm Animation and Skywalker Sound -- in addition to strategic partnerships with best-in-class external partners, to further the boundaries of game development. LucasArts is dedicated to delivering deeply immersive, visually spectacular and engaging experiences that inspire

and amaze generations.

About BioWare

The BioWare Label is a division of EA which crafts high quality multiplatform role-playing, MMO, social, play-for-free 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 eight locations across the world, including Edmonton (Alberta, Canada), Montreal (Quebec, Canada), Austin (Texas), Fairfax (Virginia), San Francisco (California), Los Angeles (California), Sacramento (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/bioware. To join the millions of fans already registered with the BioWare community, go to <http://social.bioware.com>.

About Electronic Arts

Electronic Arts (NASDAQ:EA) 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 at <http://info.ea.com>.

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