



38 Studios Summons a Demo for Kingdoms of Amalur: Reckoning and Unveils Exclusive Mass Effect 3 Bonuses From BioWare

Cross-Promotion Rewards Mass Effect 3 Fans with Exclusive Items Designed by Todd McFarlane and Reckoning Fans with Items Inspired by Mass Effect

REDWOOD SHORES, Calif.--(BUSINESS WIRE)-- The massive world of Amalur will finally break open when Electronic Arts Inc. (NASDAQ:EA) and 38 Studios, LLC release a demo for *Kingdoms of Amalur: Reckoning* on January 17, 2012. Available for the Xbox 360® videogame and entertainment system, PlayStation®3 computer entertainment system and PC, the demo will give players a taste of the rich, diverse, action-packed world of Amalur, and will also unlock special items in the final game.

In addition to the demo, 38 Studios has teamed up with BioWare to create a cross promotion to reward fans of both *Reckoning* and *Mass Effect 3*®. By playing the upcoming demos for both *Reckoning* and *Mass Effect 3*, gamers will receive special in-game items, including *Mass Effect* inspired, Omni-blade daggers in *Reckoning* and special *Reckoning*-themed armor and assault rifle in *Mass Effect 3* designed by award-winning artist Todd McFarlane.

"We are thrilled to have the opportunity to deliver this massive one-two punch with *Kingdoms of Amalur: Reckoning* and *Mass Effect 3*. We wanted to provide fans of the *Mass Effect* franchise with a unique set of rewards for diving into the expansive universe of *Reckoning*," said Curt Schilling, Chairman and Founder of 38 Studios.

"We are excited to be collaborating with 38 Studios to bring pieces inspired by the *Mass Effect* universe into the world of *Reckoning* and to have items designed by Todd McFarlane in *Mass Effect 3*," said Dr. Ray Muzyka, General Manager of EA's BioWare Label and Co-Founder of BioWare. "This is an awesome way to reward our fans with unique content that not only looks cool, but also delivers some great in-game benefits."

By playing the *Kingdoms of Amalur: Reckoning* demo, gamers will receive two unlocks for *Mass Effect 3* when the highly anticipated game releases on March 6, 2012, both designed by the renowned creator of *Spawn*, Todd McFarlane:

- **Reckoner Knight Armor:** This armor will maximize damage done in close-quarters combat while a beefed—up power cell feeds energy into weapon systems to increase projectile velocity.
- **The Chakram Launcher:** This weapon uses a fabricator to manufacture lightweight, explosive ammunition discs. This weapon is earned after completing the *Reckoning* demo and watching the trailer at the end.

By playing the upcoming *Mass Effect 3* demo, fans will unlock the following items for *Reckoning* when the game launches on February 7, inspired by *Mass Effect*:

- **N7 Armor:** Players can unlock special armor inspired by Commander Shepard's iconic N7 battle armor including Helm, Cuirass, Gauntlets, Chausses and Greaves.
- **Onmiblade Daggers:** A holographic blade stemming from Commander Shepard's Omni-Tool, the Omni-blade allows players to stab enemies in close combat. Once players install and play *the Mass Effect 3* demo, they will unlock the daggers.

The *Kingdoms of Amalur: Reckoning* demo features the introduction to the game, allowing players to experience the game's Tutorial Mode and a portion of its large, open world. Players will create and customize their hero and drop right into the action. Once players master the basics, they will have 45 minutes to explore the vast world of Amalur and begin to embark upon a quest that could redefine their character's destiny forever.

In addition to the *Mass Effect* items above, players who play the *Reckoning* demo will also unlock:

- **Twist of Fate Card:** This card boosts the player's ice resistance and is immediately unlocked when he or she activates the *Reckoning* demo using his or her Origin account.
- **Twinned Souls Chakram:** A unique weapon that damages enemies while boosting player health and mana in

Reckoning.

- **The Infernal Helm:** Unlocked after completing the *Reckoning* Tutorial Mode, this protective helmet increases players' fire damage throughout Amalur.

Set in an entirely new universe crafted by *New York Times* best-selling author R. A. Salvatore, *Kingdoms of Amalur: Reckoning* is brought to life visually through the trademark visceral style of renowned artist and *Spawn* creator Todd McFarlane. With a sprawling explorable world and deep RPG gameplay at its core, *Kingdoms of Amalur: Reckoning* adds a new level of intense action combat to the genre and a one-of-a-kind advancement system as players unfold and evolve their destiny through constant character customization. *Kingdoms of Amalur: Reckoning* is being developed under the creative leadership of Ken Rolston, lead designer of the critically acclaimed open-world RPGs *Elder Scrolls III: Morrowind* and *Elder Scrolls IV: Oblivion*.

Developed by 38 Studios subsidiary Big Huge Games in Baltimore, Maryland and 38 Studios in Providence, Rhode Island: *Kingdoms of Amalur: Reckoning* will be available on February 7, 2012 in North America and on February 10, 2012 in Europe on the Xbox 360® video game and entertainment system, PlayStation®3 computer entertainment system and PC. Learn more about *Kingdoms of Amalur: Reckoning* by visiting www.reckoning.com or follow us on Facebook (<http://facebook.com/ReckoningTheGame>) and on Twitter (<http://twitter.com/ReckoningGame>).

*Demos may not be available in all countries.

About 38 Studios

38 Studios, LLC, an entertainment and IP creation company founded in 2006 by Curt Schilling, is developing an original fantasy IP driven by the creative and artistic visions of pop-culture icons R. A. Salvatore and Todd McFarlane. Entertainment products will include a massively multiplayer online game, novels, comics, toys, console games, movies, TV, and more. For more information, visit www.38studios.com.

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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Photos/Multimedia Gallery Available: <http://www.businesswire.com/cgi-bin/mmg.cgi?eid=50129904&lang=en>

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