



BioWare Announces Mass Effect 3: Extended Cut

Free DLC Pack to Provide Additional Cinematic Scenes to the Ending of Mass Effect 3 this Summer*

REDWOOD CITY, Calif.--(BUSINESS WIRE)-- BioWare, a Label of Electronic Arts Inc. announced *Mass Effect™ Extended Cut*, a downloadable content pack that will expand upon the events at the end of the critically acclaimed Action RPG. Through additional cinematic sequences and epilogue scenes, the *Mass Effect 3: Extended Cut* will give fans seeking further clarity to the ending of *Mass Effect 3* deeper insights into how their personal journey concludes. Coming this summer, the *Mass Effect 3: Extended Cut* will be available for download on the Xbox 360® videogame and entertainment system, PlayStation®3 computer entertainment system and PC for no extra charge*.

"We are all incredibly proud of *Mass Effect 3* and the work done by Casey Hudson and team," said Dr. Ray Muzyka, Co-Founder of BioWare and General Manager of EA's BioWare Label. "Since launch, we have had time to listen to the feedback from our most passionate fans and we are responding. With the *Mass Effect 3: Extended Cut* we think we have struck a good balance in delivering the answers players are looking for while maintaining the team's artistic vision for the end of this story arc in the *Mass Effect* universe."

Casey Hudson, Executive Producer of the *Mass Effect* series added, "We have reprioritized our post-launch development efforts to provide the fans who want more closure with even more context and clarity to the ending of the game, in a way that will feel more personalized for each player."

The *Mass Effect* franchise is one of the most highly decorated series in the history of games, having earned over 250 awards from critics around the world. *Mass Effect 3* launched last month to universal critical acclaim, receiving over 75 perfect scores. 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>. Press assets for *Mass Effect 3* are available at www.info.ea.com.

* OFFER EXPIRES APRIL 12, 2014. INTERNET CONNECTION AND ORIGIN (EA), XBOX LIVE, OR PLAYSTATION NETWORK ACCOUNT REQUIRED. VALID ONLY AT THE ORIGIN CLIENT SOFTWARE (WWW.ORIGIN.COM/ABOUT), XBOX LIVE MARKETPLACE OR PLAYSTATION STORE. VALID WHEREVER MASS EFFECT 3 IS SOLD. MASS EFFECT 3 FULL GAME AND ORIGIN ACCOUNT (EA) REQUIRED TO USE/PLAY DOWNLOAD. OFFER MAY NOT BE SUBSTITUTED, EXCHANGED, SOLD OR REDEEMED FOR CASH OR OTHER GOODS OR SERVICES. MAY NOT BE COMBINED WITH ANY OTHER OFFER, GIFT CARD, REBATE OR DISCOUNT COUPON. PRODUCT SUBJECT TO AVAILABILITY. VOID WHERE PROHIBITED, TAXED OR RESTRICTED BY LAW. LIMIT ONE OFFER PER PERSON. YOU MUST MEET THE MINIMUM AGE REQUIREMENTS, WHICH VARY BY COUNTRY, TO REGISTER FOR AN ORIGIN ACCOUNT (EA). EA MAY RETIRE ONLINE FEATURES AFTER 30 DAYS NOTICE POSTED ON WWW.EA.COM/2/SERVICE-UPDATES.

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 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/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: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 <http://info.ea.com>.

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