



September 26, 2012

## BioWare Delivers the Ultimate Value This Holiday Season With the Mass Effect Trilogy Compilation

*Get all Three Critically-Acclaimed Mass Effect Games for One Low Price this Holiday and Join BioWare in Celebrating Commander Shepard on November 7th for "N7 Day"*

REDWOOD CITY, Calif.--(BUSINESS WIRE)-- Winner of over 300 awards. Recipient of over 200 perfect scores. A universe that has expanded beyond games to comics, novels, apparel, collectibles, action figures and more. The *Mass Effect* franchise has become one of the most heralded series in video game history. BioWare, a division of Electronic Arts (NASDAQ: EA), today unveiled the *Mass Effect Trilogy*, a compilation of all three award-winning *Mass Effect* games in one box. Available in stores beginning November 6, 2012 for only \$59.99, the *Mass Effect Trilogy* is the perfect holiday gift for longtime fans or friends who have yet to experience Commander Shepard's epic journey to save the galaxy.

Coinciding with the launch of *Mass Effect Trilogy*, BioWare will kick off the first annual "N7 Day," a worldwide celebration of the *Mass Effect* franchise on November 7, 2012. Stay tuned to <http://MassEffect.com> for updates and announcements for a variety of in-game, online and live events which fans can congregate and fly their N7 colors.

The *Mass Effect* trilogy follows the rise of Commander Shepard from Alliance Marine to becoming the galaxy's most elite soldier — the only soldier who can lead an all-out galactic war against an ancient alien race known as the Reapers. Heart-pounding action meets gripping interactive storytelling as players decide how their unique story unfolds over all three games. With a team of loyal soldiers at their side, each player decides how they will save the galaxy, from the weapons and abilities they utilize to the relationships they forge or break.

The *Mass Effect Trilogy* will be available on the Xbox 360® videogame and entertainment system and PC on November 6, and will be available at a later date for the PlayStation®3 computer entertainment system. *Mass Effect*, the game which started it all, will be available on PlayStation 3 for the first time through the *Mass Effect Trilogy* and digitally as a standalone title via the PlayStation Network. For more information about *Mass Effect Trilogy*, please visit the game's official web site at <http://MassEffect.com>. Fans can also receive more *Mass Effect* updates and "N7 Day" news on Twitter at <http://twitter.com/masseffect>, or on Facebook at <http://facebook.com/masseffect>.

### About Electronic Arts

Electronic Arts (NASDAQ: EA) is a global leader in digital interactive entertainment. The Company delivers games, content and online services for Internet-connected consoles, personal computers, mobile phones, tablets and social networks. EA has more than 220 million registered players and operates in 75 countries.

In fiscal 2012, EA posted GAAP net revenue of \$4.1 billion. Headquartered in Redwood City, California, EA is recognized for a portfolio of critically acclaimed, high-quality blockbuster brands 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>.

BioWare, Mass Effect, Dragon Age, and Jade Empire are trademarks of EA International (Studio and Publishing) Ltd. EA SPORTS, The Sims and Need for Speed are trademarks of Electronic Arts Inc. Battlefield is a trademark of EA Digital Illusions CE AB. John Madden, NFL and FIFA are the property of their respective owners and used with permission. Facebook is a registered trademark of Facebook, Inc. Xbox and Xbox 360 are trademarks of the Microsoft group of companies and are used under license from Microsoft. "PlayStation" is a registered trademark of Sony Computer Entertainment Inc. All other trademarks are the property of their respective owners.

Electronic Arts  
Andrew Wong, 650-628-2781  
Director of PR  
[anwong@ea.com](mailto:anwong@ea.com)  
Stephanie Driscoll, 650-628-7890

PR Coordinator  
[sdriscoll@ea.com](mailto:sdriscoll@ea.com)

Source: Electronic Arts

News Provided by Acquire Media