



February 21, 2013

BioWare Gives Fans One Final Sendoff for Commander Shepard in Mass Effect 3: Citadel

Mass Effect 3: Citadel Single Player DLC Pack Takes Players on an Emotional Ride with their Favorite Characters March 5

BioWare also Adds new Character Kits, Maps and Weapons with Mass Effect 3: Reckoning Multiplayer DLC on February 26

REDWOOD CITY, Calif.--(BUSINESS WIRE)-- The final chapter of Commander Shepard's heroic saga draws near. BioWare, a studio of Electronic Arts (NASDAQ: EA) announced two new downloadable content packs for **Mass Effect™**, the single-player pack *Mass Effect 3: Citadel* and the multiplayer content *Mass Effect 3: Reckoning*. On February 26, *Mass Effect 3: Reckoning* will be free* to download, giving fans of the popular multiplayer mode in *Mass Effect 3* access to new characters, weapons and upgrades. On March 5, *Mass Effect 3: Citadel* will be the last single player DLC pack for *Mass Effect 3*, giving fans one final, sentimental journey with Commander Shepard and their squad. *Mass Effect 3: Citadel* will be available for \$14.99 or 1200 MS Points.



"The team has poured heart and soul into *Mass Effect 3: Reckoning* and *Mass Effect 3: Citadel*. As the launch of these chapters near, the feeling around the studio is bittersweet," said Casey Hudson, Executive Producer of the *Mass Effect* series. "We have always been humbled and driven by the passion of our fans for the *Mass Effect* trilogy. We hope fans will enjoy spending more time with some of their favorite characters -- we have certainly enjoyed spending time creating them. We're excited to release this final sendoff for the trilogy and move forward into the future of the *Mass Effect* universe."

In *Mass Effect 3: Citadel*, players will explore and discover new locations across the vast, deep-space station while also having the opportunity to reconnect with some of their

Mass Effect 3: Citadel Announcement Screenshot (Photo: Business Wire) favorite characters from all three of the *Mass Effect* games. The multiplayer DLC pack, *Mass Effect 3: Reckoning*, offers players new firepower and character kits for the war against the Reapers. Fans will be able to get a sneak preview *Mass Effect 3: Reckoning* before it launches on BioWare's official Twitch.TV channel at <http://www.twitch.tv/bioware>. Developers from BioWare Edmonton will be streaming gameplay and taking questions from fans on February 25 at 9:30AM PST.

Mass Effect 3 thrusts players into an all-out galactic war to save mankind from an ancient alien race known only as the Reapers. Players will assume the role of Commander Shepard, a war-torn veteran who's willing to do whatever it takes to eliminate this nearly unstoppable foe. With a team of elite soldiers at their side, each player decides how they will take Earth back, from the weapons and abilities they utilize to the relationships they forge or break. The *Mass Effect* franchise is one of the most highly decorated series in the history of games, earning more than 300 international awards.

For more information about *Mass Effect*, please visit the game's official web site at <http://masseffect.com>. *Mass Effect* fans can also receive updates regarding the *Mass Effect 3: Citadel* and *Mass Effect 3: Reckoning* on Twitter® at <http://twitter.com/masseffect>, or on Facebook at <http://facebook.com/masseffect>. Additional assets are available at <http://info.ea.com>.

*OFFER EXPIRES 2/26/2014. INTERNET CONNECTION AND ORIGIN, XBOX LIVE GOLD, 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, MASS EFFECT 3 ONLINE PASS AND ORIGIN ACCOUNT 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 MAY RETIRE ONLINE FEATURES AFTER 30 DAYS NOTICE POSTED ON WWW.EA.COM/2/SERVICE-UPDATES.

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 275 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>.

The Sims and Need for Speed are trademarks of Electronic Arts Inc. Mass Effect is a trademark of EA International (Studio and Publishing) Ltd. 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. All other trademarks are the property of their respective owners.

Photos/Multimedia Gallery Available: <http://www.businesswire.com/multimedia/home/20130221005548/en/>

MEDIA CONTACTS:

Stephanie Driscoll
Electronic Arts
PR Coordinator
650-628-7890
sdriscoll@ea.com

or

Alana Logan
Electronic Arts
Senior Publicist
650-628-9240
alogan@bioware.com

or

Andrew Wong
Electronic Arts
Director of PR
650-628-2781
anwong@ea.com

Source: Electronic Arts

News Provided by Acquire Media