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Discover, Shape and Share Your Personal Dragon Age Story with Dragon Age Keep

Players Can Now Prepare for Dragon Age: Inquisition Launch Coming November 18

EDMONTON, Alberta--(BUSINESS WIRE)-- BioWare™, a division of Electronic Arts Inc. (NASDAQ: EA), today announced that **the Dragon Age™ Keep** is now available in open beta. The Dragon Age Keep is a revolutionary story creation web app that will give gamers and BioWare fans an opportunity to discover and shape the legacy, heroes and world around their personal story in *Dragon Age: Inquisition*, the highly anticipated, next generation RPG launching starting on November 18. To access *Dragon Age Keep** from a modern web browser, players can visit www.dragonagekeep.com and log-in with their Origin account.

A new trailer showcasing *Dragon Age Keep* can be viewed via the following link: <https://www.youtube.com/watch?v=iXHgIc5UYcY>.

"The story of *Dragon Age* is truly immense and filled with rich characters, beautiful and deadly locales and incredible events which have shaped the world players will experience in *Dragon Age: Inquisition*," said Aaryn Flynn, General Manager of BioWare Edmonton and Montreal. "*Dragon Age Keep* is an opportunity for players who are both new to the franchise and those who have played past games to forge the key moments in the lore, creating a personalized and customized experience when *Inquisition* launches starting on November 18."

Dragon Age Keep will allow gamers to make key decisions and mold their own *Dragon Age* history while watching their choices unfold before their eyes through the visual tapestry layout. From defining the heroes, to exploring the World of Thedas and its many influential and memorable personalities, players will be able to shape the story set in the months preceding the cataclysm that begins the events in *Dragon Age: Inquisition*. Players will also be able to share their stories with their friends and compare their progress across games within the franchise.

Players can pre-order** *Dragon Age: Inquisition* to get special bonus content. Visit the [Dragon Age](http://www.dragonage.com) website for more information on editions, including the Deluxe Edition available for pre-order and the upcoming Inquisitor's Edition.

Become a fan of [Dragon Age: Inquisition on Facebook](https://www.facebook.com/dragonage) and follow us on Twitter® via <http://www.twitter.com/dragonage>.

Dragon Age: Inquisition is in development at BioWare Edmonton and will be available for the PlayStation®4 computer entertainment system, PlayStation®3 computer entertainment system, Xbox One, the all-in-one games and entertainment system from Microsoft, Xbox 360® videogame and entertainment system from Microsoft and PC via [Origin](http://www.origin.com)™. The game has not yet been rated the ESRB and PEGI; visit www.esrb.org and www.pegi.info for more information.

* Internet connection and modern web browser required. Visit http://www.dragonage.com/#!/en_US/news/introducing-the-dragon-age-keep for instructions on how The Keep connects your decisions to *Inquisition*.

** Conditions and restrictions apply. See <https://www.origin.com/store/buy/dragon-age-inquisition/pc-download/base-game/digital-deluxe-edition> for details.

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 and tablets. EA has more than 300 million registered players around the world.

In fiscal year 2014, EA posted GAAP net revenue of \$3.6 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, EA SPORTS™ FIFA, Battlefield™, Dragon Age™ and Plants vs. Zombies™. More information about EA is available at www.ea.com/news.

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