



200, 4445 CALGARY TRAIL – EDMONTON, ALBERTA – CANADA – T6H 5R7
TEL: 780.430.0164 – FAX: 780.439.6374 – [WWW.BIOWARE.COM](http://www.bioware.com)

Tammy Schachter
Senior Director of Public Relations
EA Games Label
650-628-7223
tschachter@ea.com

Matt Atwood
Senior Manager, Public Relations
EA Games Label - BioWare
780.430.0164, ext. 1450
matwood@bioware.com

Erik Einsiedel
Public Relations Coordinator
EA Games Label - BioWare
780.430.0164, ext. 1146
erik@bioware.com

BIOWARE'S MASS EFFECT FOR PC NOW AVAILABLE IN NORTH AMERICA

Edmonton, Alberta, Canada (May 28, 2008) – Leading video game developer BioWare™, a division of Electronic Arts Inc. (NASDAQ: ERTS), has announced that the award-winning space epic *Mass Effect™* for the PC is now available in stores across North America. Rated “M” for Mature, *Mass Effect* is available at a MSRP of \$49.99 at all major retail outlets. *Mass Effect* is also available for purchase online and can be downloaded from major digital distribution sites including the EA online store at www.eastore.ea.com.

Fully optimized for the PC, *Mass Effect* includes a new Tactical Heads-Up Display, higher resolution visuals, an enhanced inventory system, fully optimized controls designed specifically for the PC, individual squad control and a new decryption mini-game.

“Bring Down the Sky,” the first in a series of planned downloadable content that will further expand the *Mass Effect* story and universe, will soon be available free¹ of charge for registered BioWare community members to download. It includes a new uncharted world that introduces the deadly Batarian alien race, approximately 90 minutes of new gameplay and an original soundtrack.

Published by EA and re-designed for the PC by BioWare and Demiurge Studios, *Mass Effect* invites players to take the role of Commander Shepard as they set out on an adventure to save the galaxy from imminent destruction. Wrought with treachery, heroism, difficult decisions and a universe filled with unique and colorful species, *Mass Effect* delivers heart pounding action and a cinematic storyline.

Originally released for the Xbox 360™ videogame and entertainment system, *Mass Effect* has received critical acclaim throughout the world with more than 80 awards including Console Game of the Year and Role-Playing Game of the Year (<http://masseffect.bioware.com/previewsawards/>).

For more information about *Mass Effect*, please visit www.masseffect.com.

¹ Requires *Mass Effect for the PC*.

About BioWare

BioWare develops computer, console, handheld and online video games focused on rich stories and memorable characters. Since 1995, BioWare has created some of the world's best-selling titles including the award-winning *Baldur's Gate™* and *Neverwinter Nights™* series, and *Star Wars®: Knights of the Old Republic™*. Original BioWare-created IPs include *Jade Empire™* and the 2007 Game of the Year, *Mass Effect*. With studios in Edmonton, Canada, and Austin, Texas, BioWare is hard at work on the epic fantasy RPG, *Dragon Age* and *Sonic Chronicles: The Dark Brotherhood* for the Nintendo DS™, as well as several unannounced projects including a massively multiplayer online game. In 2008,

BioWare was acquired by the world's leading electronic entertainment publisher, Electronic Arts. For more information on BioWare, visit www.bioware.com.

About Demiurge Studios

Demiurge Studios is an independent game company based in Cambridge, MA that collaborates with the industry's leading publishers and developers. With work on over a dozen PC, console and online titles, including *Mass Effect*[™], *Brothers in Arms*[®] and *Bioshock*[™], Demiurge is adept at expanding on major franchises, innovative peripheral development, and original IP creation. For more information, visit www.demiurgestudios.com.

About Electronic Arts

Electronic Arts Inc. (EA), headquartered in Redwood City, California, is the world's leading interactive entertainment software company. Founded in 1982, the Company develops, publishes, and distributes interactive software worldwide for video game systems, personal computers, cellular handsets and the Internet. Electronic Arts markets its products under four brand names: EA SPORTS[™], EA[™], EA SPORTS Freestyle[™] and POGO[™]. In fiscal 2008, EA posted GAAP net revenue of \$3.67 billion and had 27 titles that sold more than one million copies. EA's homepage and online game site is www.ea.com. More information about EA's products and full text of press releases can be found on the Internet at <http://info.ea.com>.

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