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BIOWARE PRESENTS DRAGON AGE: ORIGINS

New Details To Be Revealed About BioWare's Dark Fantasy Epic At E3 2008

Edmonton, Alberta, Canada (July 14, 2008) – Leading video game developer BioWare®, a division of Electronic Arts Inc. (NASDAQ: ERTS) today announced details of the highly anticipated dark fantasy Role Playing Game *Dragon Age™: Origins* which will be featured as one of the premier video games at the 2008 E3 Media and Business Summit, July 15-17.

As the spiritual successor to BioWare's *Baldur's Gate™*, one of the most successful role-playing games in the industry, *Dragon Age: Origins* represents BioWare's return to its roots, delivering a fusion of the best elements of existing fantasy works with stunning visuals, emotionally-driven narrative, heart-pounding combat, powerful magic abilities and credible digital actors. The spirit of classic RPGs comes of age, as *Dragon Age: Origins* features a dark and mature story and gameplay.

"We're thrilled to be returning to BioWare's fantasy roots, with *Dragon Age: Origins* representing the culmination of over a decade of experience," said Ray Muzyka, co-General Manager and CEO, BioWare and Vice President, Electronic Arts. "*Dragon Age: Origins* is a dark heroic fantasy that doesn't pull any punches. Our fans are in for the most emotionally intense gaming experience we've ever created, and we hope to surprise them with just how dark and gritty it gets!"

BioWare will be demonstrating some of the compelling features of *Dragon Age: Origins* behind closed doors at E3, including:

- **Epic Party-Based Combat** – *Dragon Age: Origins* will introduce an innovative, scalable combat system, as players face large-scale battles and use their party's special abilities to destroy hoards of enemies and massive creatures.
- **Powerful Magic** – Raining down awesome destruction on enemies is even more compelling as players apply "spell combos," a way of combining together different spells to create emergent unique effects.
- **Deep Customization** – Players will develop their characters and gain powerful special abilities (spells, talents and skills) and discover ever-increasing weapons of destruction.

- **Your Story, Your Way** – With its emotionally compelling story, players choose with whom they wish to forge alliances or crush under their mighty fist, redefining the world with the choices they make and how they wield their power.
- **Origin Stories** – Players will select and play a unique prelude that provides the lens through which the player sees the world and how the world sees the player. The player's choice of Origin will determine who they are and where they begin the adventure, as they play through a customized story opening that profoundly impacts the course of every adventure.

Dragon Age: Origins is scheduled to ship for the PC in early 2009. For more information, the latest updates, or to join BioWare's *Dragon Age* community, visit www.dragonage.com.

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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™: Origins* 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 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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