

## FREE DOWNLOADABLE CONTENT NOW AVAILABLE FOR MASS EFFECT PC

### ***“BRING DOWN THE SKY” EXPANDS THE MASS EFFECT ADVENTURE***

Edmonton, Alberta, Canada (July 29, 2008) – Leading video game developer BioWare®, a division of Electronic Arts Inc. (NASDAQ: ERTS), has announced that “Bring Down the Sky,” the first piece of downloadable content for the award-winning space epic *Mass Effect™*, is now available for PC gamers to download free<sup>1</sup> of charge.

Fully optimized for the PC, “Bring Down the Sky” is the first in a series of planned downloadable content that will further expand the *Mass Effect* story and universe. It includes a new uncharted world that introduces the deadly Batarian alien race, approximately 90 minutes of new gameplay and an original soundtrack. Instructions on how to download and install the new content is available at <http://masseffect.bioware.com/downloadablecontent/>. “Bring Down the Sky” is currently available for international languages including English, Spanish, Italian and German, with additional language versions coming soon.

The storyline for the new content begins as Batarian extremists have hijacked a mobile asteroid station in the Asgard system, setting it on a collision course with the nearby colony world of Terra Nova. Only Commander Shepard can save the millions of innocent civilians before the asteroid completes its deadly descent.

Originally released for the Xbox 360™ videogame and entertainment system, “Bring Down the Sky” has received critical acclaim as one of the “must have” downloadable expansion packs. *Mass Effect* has also received critical acclaim throughout the world with more than 80 awards including Console Game of the Year and Role-Playing Game of the Year, with the PC version achieving several perfect 10/10 scores and an overall review average of over 90%<sup>2</sup> (<http://masseffect.bioware.com/previewsawards/>).

PC gamers can download and install “Bring Down the Sky” by simply launching their registered copy of *Mass Effect* for the PC and following the instructions at the launch screen. For more information about *Mass Effect*, please visit [www.masseffect.com](http://www.masseffect.com).

<sup>1</sup> Requires *Mass Effect* for the PC.

<sup>2</sup> According to [gamerankings.com](http://gamerankings.com) and [metacritic.com](http://metacritic.com) as of July 24, 2008.

**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*<sup>™</sup> and *Neverwinter Nights*<sup>™</sup> series, and *Star Wars®: Knights of the Old Republic*<sup>™</sup>. Original BioWare-created IPs include *Jade Empire*<sup>™</sup> 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*<sup>™</sup>: *Origins* and *Sonic Chronicles: The Dark Brotherhood* for the Nintendo DS<sup>™</sup>, 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](http://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<sup>™</sup>, EA SPORTS<sup>™</sup>, EA SPORTS Freestyle<sup>™</sup> and POGO<sup>™</sup>. 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](http://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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