



BioWare's Mass Effect 2 Hailed as 1st Blockbuster of 2010

Game Earns Rave Reviews, Sells 2 Million Units in Week One

EDMONTON, Alberta, Jan 29, 2010 (BUSINESS WIRE) -- 40 perfect scores. 2 million units. One pop culture phenomenon. BioWare(TM), a division of Electronic Arts Inc. (NASDAQ: ERTS), announced today that *Mass Effect(TM) 2* has sold-in over two million units worldwide in its first week of release*. Lauded for its intense shooter gameplay and deep, hand-crafted story, *Mass Effect 2* has earned an average review score of 96** -- making it the second highest rated game of all time on the Xbox 360(R) platform***. *Mass Effect 2* has earned 40 perfect scores, amassed over 30 editor's choice awards and has donned the covers of 45 magazines worldwide. On launch day, the term "Mass Effect" was in the top 10 trending topics on Twitter and most searched on Google News. MSNBC.com said, "*Mass Effect* will go down as one of the most influential video game series of all-time."

Dr. Ray Muzyka, co-founder, BioWare and Group General Manager of the RPG/MMO Group of EA said, "*Mass Effect 2* is poised to be one of the biggest games of 2010. We could not be more proud of the game's universal acclaim and early commercial success."

Mass Effect 2 launched this week hot on the heels of BioWare's *Dragon Age: Origins*, the studio's dark fantasy RPG which shipped in fall 2009. *Dragon Age: Origins* has earned an average review score of 91****, making it the highest rated original intellectual property from EA in the last year. *Mass Effect 2* follows in BioWare's tradition of delivering excellence on every front: gameplay, story, character development and visuals. *Mass Effect 2* is an epic shooter/RPG set in a vast universe filled with dangerous alien life and mysterious, uncharted planets. In *Mass Effect 2*, players step into the role of the heroic Commander Shepard, leading a crew of some of the most dangerous operatives from across the galaxy on a mission so challenging that it's potentially suicidal. Featuring intense action, a rich storyline, space exploration and engaging character interaction, *Mass Effect 2* delivers an unparalleled gaming experience.

Mass Effect 2 is available for the Xbox 360 videogame and entertainment system and the PC and is rated 'M' for Mature by the ESRB and '18+' by PEGI. For more information, follow the development team on Twitter at <http://twitter.com/masseffect2> or visit <http://maseffect.bioware.com/>.

* According to internal EA data.

** On Xbox 360 platform according to Metacritic.com.

*** *Mass Effect 2* is tied for second place according to Metacritic.com.

**** On PC according to Metacritic.com.

About BioWare

BioWare develops high quality console, PC and online role-playing games, focused on rich stories, unforgettable characters and vast worlds to discover. Since 1995, BioWare has created some of the world's most critically acclaimed titles, including *Baldur's Gate(TM)*, *Neverwinter Nights(TM)*, *Star Wars(R): Knights of the Old Republic(TM)*, *Jade Empire(TM)* and *Mass Effect(TM)*. BioWare operates in Edmonton (Alberta, Canada), Montreal (Quebec) and Austin (Texas). BioWare's announced projects include the dark heroic fantasy game *Dragon Age: Origins*, as well as *Mass Effect 2(TM)*, the epic sequel to *Mass Effect*, and the story-driven massively multiplayer online game, *Star Wars(R): The Old Republic(TM)*. In 2008, BioWare was acquired by Electronic Arts, a leading global interactive entertainment publisher. For more information on BioWare, visit www.bioware.com; to join the millions of fans already registered on our community, go to social.bioware.com.

About Electronic Arts

Electronic Arts Inc. (EA), headquartered in Redwood City, California, is a leading global interactive entertainment software company. Founded in 1982, the Company develops, publishes, and distributes interactive software worldwide for video game systems, personal computers, wireless devices and the Internet. Electronic Arts markets its products under four brand names: EA^(TM), EA SPORTS^(TM), EA Mobile^(TM) and POGO^(TM). In fiscal 2009, EA posted GAAP net revenue of \$4.2 billion and had 31 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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