



## EA and FUNimation Entertainment Announce Mass Effect Anime Movie Deal

*Home Video Adaptation of Award-Winning Sci-Fi Game Scheduled for Release in 2012*

REDWOOD SHORES, Calif.--(BUSINESS WIRE)-- BioWare™, a division of leading video game publisher Electronic Arts Inc. (NASDAQ: ERTS) and FUNimation® Entertainment, the leading distributor of Japanese animation in North America, announced today an agreement to create an anime feature film adapted from one of the video game industry's most revered franchises, *Mass Effect*™. Tokyo-based anime and international feature film production company T.O Entertainment, Inc. has signed on as a co-producer on the video. Based on the *Mass Effect* universe, the anime video will tell the tale of an epic science fiction adventure set in a vast universe filled with dangerous alien life and mysterious, uncharted planets.

Casey Hudson of BioWare, executive producer of the *Mass Effect* series, will serve as executive producer on the film, along with FUNimation President and CEO Gen Fukunaga and Director of Original Entertainment Chris Moujaes and T.O Entertainment's CEO Takeichi Honda and Yui Shibata.

"Over the last few years, we have revealed different pieces of the *Mass Effect* world through different media. Extending the story through an anime medium is another amazing opportunity for us," said Casey Hudson, Executive Producer for the *Mass Effect* series. "Partnering with FUNimation ensures that we will bring this rich universe to life with the utmost quality and the same attention to detail that the *Mass Effect* games are known for."

"It is thanks to the enormous and passionate *Mass Effect* fan base that this movie is made possible," said Gen Fukunaga, President & CEO of FUNimation. "With production underway on the *Dragon Age* video, we are excited to team up with another BioWare team to add an exciting new chapter to this vast sci-fi world."

Production of the *Mass Effect* anime movie has already begun. Digital and home video releases are scheduled for the summer of 2012.

The original *Mass Effect* game and its sequel *Mass Effect 2* have received over 250 awards and 100 perfect '10' scores from critics worldwide. *Mass Effect 2* is available now for the PlayStation®3 computer entertainment system, Xbox 360® videogame and entertainment system and PC. Stay tuned for more news about the continuation of Commander Shepard's adventure as BioWare will release more information about *Mass Effect 3* soon. For more information on the game, please visit <http://masseffect.bioware.com/> and follow the development team at [twitter.com/masseffect2](http://twitter.com/masseffect2) or at <http://www.facebook.com/masseffect>.

### **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*™, *Neverwinter Nights*™, *Star Wars*®: Knights of the Old Republic™, *Jade Empire*™, *Mass Effect*™ and *Dragon Age*™. BioWare operates in Edmonton (Alberta, Canada), Montreal (Quebec), Austin (Texas), Fairfax (Virginia) and Galway (Ireland). Currently announced projects at BioWare include *Mass Effect 3*, *Dragon Age II*, and the story-driven massively multiplayer online game, *Star Wars*®: The Old Republic™. In 2008, BioWare was acquired by Electronic Arts, a leading global interactive entertainment publisher. For more information on BioWare, visit [www.bioware.com](http://www.bioware.com), or follow us on Twitter at [www.twitter.com/biofeed](http://www.twitter.com/biofeed). To join the millions of fans already registered on our community, go to <http://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 SPORTS™, EA™, EA Mobile™ and POGO™. In fiscal 2010, EA posted GAAP net revenue of \$1.7 billion and had 27 titles

that sold more than one million units. 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>.

### **About FUNimation Entertainment**

FUNimation<sup>(R)</sup> Entertainment is the leading company for Japanese animation in the United States. FUNimation is known for acquiring top-rated anime series from Japan and for being the market share leader for home video sales of anime in the United States. The company has a proven formula for launching and advancing brands, and manages a full spectrum of rights for most of its brands including broadcasting, licensing, production, internet, and home video sales and distribution.

### **About T.O Entertainment**

Since its inception in 2003, T.O Entertainment has maintained a very internationally oriented focus, with branch offices located in South Korea, the United Kingdom, Singapore, and Russia. The company has introduced multiple anime series ("Baka and Test - Summon the Beasts", "Polyphonica", "Legend of the Legendary Heroes" etc) and full-length films ("Bungaku Shoujo: BOOK GIRL - The Literature Girl-", "Straight Jacket", "Apartment 1303", "RoboGeisha", etc) with the goal of bringing various forms of Japanese entertainment to the rest of the world.

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