



Intense Emotion and Thrilling Action Fuel Mass Effect 3 to Critical and Commercial Success

Critics Hail Mass Effect 3 as the First Must Have Game of 2012 as EA and BioWare Ship Over 3.5 Million Units to Retailers Worldwide

REDWOOD CITY, Calif.--(BUSINESS WIRE)-- *USA Today* proclaims it is "the first true blockbuster game of the year." *Game Informer* says BioWare delivers "one of the most intricately crafted stories in the history of the medium." Already having earned over 30 perfect scores and an average review score of 95*, enthusiasm for *Mass Effect™*, the latest title from BioWare, a Label of Electronic Arts (NASDAQ: EA), is at an all-time high. Over 3.5 million units of the award-winning game have already shipped worldwide in its first week of release, making *Mass Effect 3* the first pop culture event and the biggest entertainment launch of 2012.

"We have been truly humbled by the amazing response from fans and critics for *Mass Effect 3*," said Dr. Ray Muzyka, Co-Founder of BioWare and General Manager of EA's BioWare Label. "The game is a gripping, engaging experience where the decisions and choices you make will truly stay with you for the months and years ahead. We are all incredibly proud of Casey Hudson and the teams in Edmonton and Montreal for delivering the best game BioWare has ever made."

Mass Effect 3 was released earlier this week to incredible hype amidst high expectations. Critics around the world have heaped praise on the game, awarding it with over 30 perfect scores from a wide variety of outlets including MSNBC, *USA Today*, *Game Informer*, G4TV, the *New York Daily News*, Eurogamer (UK), *The Guardian*, *PlayStation: The Official Magazine* (UK), *Official Xbox Magazine* (UK) and more. The game has been lauded for delivering both the satisfying experience longtime fans have been yearning for while also being the best entry point to the series for players new to the franchise. GameSpot, who awarded *Mass Effect 3* with one of the many Editors' Choice awards the game has received, declared "whether you possess a storied history with the series or come in with a clean slate, *Mass Effect 3* expertly entangles you in its universe and inspires you to care about its future."

Mass Effect 3 thrusts players into an all-out galactic war to save mankind from an ancient alien race known only as the Reapers. Players will assume the role of Commander Shepard, a war-torn veteran who's willing to do whatever it takes to eliminate this nearly unstoppable foe. With a team of elite soldiers at their side, each player decides how they will take Earth back, from the weapons and abilities they utilize to the relationships they forge or break. *Mass Effect 3* also features the Galaxy at War** system, where players will have the option to fight the galactic war on multiple fronts. The system includes the franchise debut of co-operative multiplayer, as well as the latest iOS exclusive app, the cover-based, third-person shooter, *Mass Effect Infiltrator*. Progress made in each of these components will directly link back to the player's main campaign, helping Commander Shepard rally the forces of the galaxy to eliminate the Reaper threat once and for all.

The *Mass Effect* series is one of the most highly decorated series in the history of games, having earned over 200 international awards to date. *Mass Effect 3* is available now on the Xbox 360® videogame and entertainment system, PlayStation®3 computer entertainment system and PC. The *Mass Effect Infiltrator* App is available for \$6.99 from the App Store on iPad, iPhone and iPod touch or at www.itunes.com/appstore. For more information on *Mass Effect 3*, please visit <http://masseffect.com>, follow the game on Twitter at <http://twitter.com/masseffect> or "like" the game on Facebook at <http://facebook.com/masseffect>. Press assets for *Mass Effect 3* are available at www.info.ea.com.

* According to [Metacritic.com](http://metacritic.com) on Xbox 360.

** The *Mass Effect 3: Galaxy at War* feature can be activated via the Online Pass code found in every new copy of *Mass Effect 3*. The *Mass Effect 3: Galaxy at War* feature can be activated via the Online Pass on Xbox 360 and PlayStation 3, or via the PC product code found in every new copy of *Mass Effect 3*.

About BioWare

The BioWare Label is a division of EA which crafts high quality multiplatform role-playing, MMO and strategy games, focused on emotionally engaging, rich stories with unforgettable characters and vast worlds to discover. Since 1995, BioWare has created some of the world's most critically acclaimed titles and franchises, including *Baldur's Gate™*, *Neverwinter Nights™*, *Star Wars®: Knights of the Old Republic™*, *Jade Empire™*, *Mass Effect™* and *Dragon Age™*. BioWare currently operates in eight locations across the world, including Edmonton (Alberta, Canada), Montreal (Quebec, Canada), Austin (Texas), Fairfax (Virginia), San

Francisco (California), Los Angeles (California), Sacramento (California) and Galway (Ireland).

In 2008, BioWare was acquired by Electronic Arts, a leading global interactive entertainment publisher. In 2011 EA created the BioWare Label, alongside EA Games, EA SPORTS™ and EA Play. For more information on BioWare, visit www.bioware.com, or follow us on Twitter at www.twitter.com/biofeed. To join the millions of fans already registered with the BioWare community, go to <http://social.bioware.com>.

About Electronic Arts

Electronic Arts (NASDAQ:EA) is a global leader in digital interactive entertainment. The Company's game franchises are offered as both packaged goods products and online services delivered through Internet-connected consoles, personal computers, mobile phones and tablets. EA has more than 100 million registered players and operates in 75 countries.

In fiscal 2011, EA posted GAAP net revenue of \$3.6 billion. Headquartered in Redwood City, California, EA is recognized for critically acclaimed, high-quality blockbuster franchises such as The Sims™, Madden NFL, FIFA Soccer, Need for Speed™, Battlefield, and *Mass Effect*™. More information about EA is available [at http://info.ea.com](http://info.ea.com).

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