

# EA, FUNIMATION ENTERTAINMENT, AND T.O ENTERTAINMENT ANNOUNCE MASS EFFECT ANIME MOVIE DEAL

## MASS EFFECT™



April 7, 2011 – California based, 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.

In December of 2010, Mass Effect 2 was awarded both Best XBOX360 Game of the Year, and Best RPG Game of the Year at the 2010 SPIKE Video Game awards. Bioware was awarded Best Studio. In February 2011, Mass Effect 2 won "Game of the Year" at the Interactive Achievement Awards - one of the most prestigious in video game honors.

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."

Production of the *Mass Effect* anime movie has already begun. The Japanese theatrical release is scheduled for 2012, whereas the digital and home video release is slated for summer 2012.

### **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 \$3.7 billion and had 27 titles that sold more than one million units.



### **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 States, Singapore, and Russia. The company has introduced multiple anime series (“Freezing”, “Baka and Test - Summon the Beasts”, “Legend of the Legendary Heroes” etc) and full-length feature films (“Tsugaru”, “END CALL”, “RoboGeisha”, “Bungaku Shoujo: BOOK GIRL - The Literature Girl-”, etc) with the goal of bringing various forms of Japanese entertainment to the rest of the world.

### **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.

© 2011 EA International (Studio and Publishing) Ltd. All Rights Reserved.

© 2011 BioWare. All Rights Reserved.

BioWare, Mass Effect, Dragon Age and Jade Empire are trademarks of EA International (Studio and Publishing) Ltd. EA, EA SPORTS, EA Mobile and POGO are trademarks of Electronic Arts Inc. Xbox and Xbox 360 are trademarks of the Microsoft group of companies. PlayStation is a registered trademark of Sony Computer Entertainment Inc. Mac is a trademark of Apple Inc. All other trademarks are the property of their respective owners.

**Sales Contact** : T.O Entertainment, Inc.

Sales Manager

Ricki Ames [usinfo@toenta.co.jp](mailto:usinfo@toenta.co.jp)