

TAKE YOUR PLACE IN THE INQUISITION

Official Rules

NO PURCHASE NECESSARY. A PURCHASE OR PAYMENT OF ANY KIND WILL NOT INCREASE YOUR CHANCES OF WINNING.

1. **Eligibility:** TAKE YOUR PLACE IN THE INQUISITION (the “Contest”) is open only to legal residents of, *Australia, Canada (excluding Quebec), New Zealand, United Kingdom and the United States (including the District of Columbia)* who are at least as old as the minimum age of majority in the jurisdiction from which they enter the Contest. Those who are employees of Electronic Arts Inc. or its affiliates, subsidiaries, representatives, advertising, promotion and publicity agencies (“Sponsor and its agents”) or who are immediate family members or persons living in the same household of each such employee are not eligible. Subject to all applicable laws and regulations. Void where prohibited. By participating in the Contest, the participant signifies his or her full and unconditional agreement to these Official Rules.

2. **Timing:** The Contest begins on February 24, 2014 at 12:01 PM Pacific Standard Time (“PST”) and ends on March 24, 2014 at 12:01 AM (the “Contest Period”) and consists of the phases set forth in the chart below:

Phase	Start Date at 12:01 AM PST	End Date at 11:59 PM PST
Submission	February 25, 2014	March 24, 2014
Judging	March 25, 2014	April 06, 2014

IMPORTANT NOTICE TO ENTRANTS: ENTRANTS ARE RESPONSIBLE FOR DETERMINING THE APPLICABLE CONTEST ENTRY PERIOD TIMES IN THEIR RESPECTIVE TIME ZONES.

3. **How to Enter:** During the Submission phase, visit blog.bioware.com (the “Contest Site” or “Site”) to download the scripts and follow the directions to provide your first and last name, birthdate, home address and country of residence, and to submit your voice recording/video (collectively, the “Entry”). By submitting your Entry, you agree that it conforms to the Submission Guidelines and Content Restrictions as defined below (collectively, the “Guidelines and Restrictions”) and that Sponsor, may disqualify you from the Contest if it believes, in its sole discretion that your Entry fails to conform to the Guidelines and Restrictions.

Guidelines and Restrictions:

- **Technical Requirements**
 - Entries must be in English and submitted as audio files, video files, or links to audio or video files via email to takeyourplace@bioware.com. Maximum file submission size through email is 10MB. Be sure to include the words “TAKE YOUR PLACE IN THE INQUISITION” in the email header.
- **Content Requirements**
 - Entries must (i) incorporate only the Sponsor-provided words as instructed herein and/or on blog.bioware.com (the “Site”), if any, (the “Contest Assets”) and/or the entrant’s own originally created artwork (“Original Creations”). Entries must pertain to the Dragon Age franchise, as determined by Sponsor

in its sole discretion. No group, or team efforts, or multi-author(ed) Entries will be accepted in this Contest. Entries must contain only your voice or face, and your rendition of the script lines, and must not contain any other discernible audio, music, video, images, other than the Contest Assets or Original Creations. For purposes of this Contest all Entries will be presumed authored by the person submitting the Entry. You may not incorporate the facial likeness of another person within your Entry. Entries submitted in this Contest must not contain any pornography, or other illicit, illegal, defamatory, morally offensive or obscene content, as determined by Sponsor in its sole discretion. Sponsor, in its sole discretion, reserves the right to disqualify any Entry containing racial, religious, or ethnic slurs, explicit language, obscene, pornographic, violent, or sexual content, or libel, hate speech, references to alcohol, drugs or other illicit substances, or otherwise objectionable, offensive, illegal, inappropriate or prohibited material. Submission of previously published art (other than the Sponsor-provided images) is prohibited. Any Entry that incorporates prohibited content, including but not limited to, third party creations (other than the Sponsor-provided images), trademarks, names, or other third party property(ies), or the work of creative consultants, or the entrant's likeness, or the likenesses of any other real-life individuals, or any content that is pornographic, illicit, or otherwise in Sponsor's sole and absolute discretion violates the above Guidelines and/or is not in compliance with these Official Rules, may not be accepted for entry and may not be eligible to win any prize in this Contest.

- By entering, entrants warrant that their Entries contain only Sponsor-provided Contest Assets, if any, and/or their own, Original Creations. Entrants further warrant their Entries do not contain any third party copyrighted materials, and otherwise do not violate or infringe the rights, including, without limitation, copyrights, trademark rights or rights of publicity/privacy, of any third party.
- Limitations
 - Each entrant may enter the Contest one (1) time during the Contest Period. Submissions received from any person or email address in excess of the stated limit will be void. Submissions generated by script, macro or other automated means are void.
 - Uploading a Submission constitutes entrant's consent to give Sponsor a royalty-free, irrevocable, non-exclusive license to use, reproduce, modify, publish, create derivative works from, and display such submissions in whole or in part, on a worldwide basis, and to incorporate it into other works, in any form, media or technology now known or later developed, including for promotional or marketing purposes. If requested, entrant will sign any documentation required for Sponsor or its designees to make use of the non-exclusive rights entrant is granting to use the Submission. Sponsor (as defined in Section 10 below) and its agents are not responsible for lost, late, stolen, damaged, incomplete, invalid, un-intelligible, garbled, delayed or misdirected Submissions, all of which will be void. Physical copies of Submissions become the property of Sponsor and will not be returned.
 - By providing any Contest Assets for entrants' use Sponsor is granting entrants a limited, non-exclusive, non-commercial license to use the Competition Assets solely in connection with, and as a part of, the Contest. Entrants shall otherwise have no right, title or interest in or to any Contest Assets except as otherwise granted by Sponsor, and any use of the Competition Assets (including use of the Entry that contains Contest Assets)

other than as permitted by these Official Rules may constitute copyright and/or trademark infringement.

- In the event of a dispute regarding any Submission, the authorized account holder of the email address used to register will be deemed to be the entrant or participant. The “authorized account holder” is the natural person assigned an email address by an Internet access provider, online service provider or other organization responsible for assigning email addresses for the domain associated with the submitted address. Each potential winner may be required to show proof of being an authorized account holder.

4. Personal Information: Nothing in these Official Rules shall be deemed to exclude or restrict any of the winner’s or the entrant’s statutory rights as a consumer. Participation in the Contest implies authorization to collect, use and disclose entrant’s personal information including the right to transfer personal data to the United States for purposes of administration of the Contest and prize fulfillment. All information submitted to the Sponsor as part of this Contest will be treated in accordance with EA’s privacy policy, available at <http://www.ea.com/privacy-policy>. Personal information includes name, address, email address, birthday, country of residence and will be used to: (a) contact potential winners; and (b) if an entrant selects to receive additional information from the EA on the entry form, to send additional information to that entrant; and (c) to publicly announce the winner of the Competition. The recipient of your personal data is the Sponsor and Administrator. YOUR INFORMATION WILL NOT BE STORED OR PROCESSED ON SERVERS LOCATED IN THE EUROPEAN UNION. Entrants have the right to access, withdraw, and correct their personal data. Entrants may request such action by sending a message with the request, subject line “TAKE YOUR PLACE IN THE INQUISITION” to takeyourplace@bioware.com.

5. Winner Determination: Winners will be determined according to the process set forth below.

- a. Judging Phase: During the Judging Phase, a panel of qualified judges determined by Sponsor in its sole discretion will select 1 (one) entrant with the highest-scoring Submissions (the “Top Entry” or “Top Entries”) based on the following criteria (“Judging Criteria”): 40% Voice Quality, 40% Performance Quality and 20% match to Dragon Age franchise style.
- b. In the event of a tie, the entrant whose Submission received the highest score for Performance Quality, as determined by the qualified judges, in their sole discretion, will be deemed the potential Grand Prize winner. Sponsor reserves the right to select fewer than 1 (one) Top Entry if, in its sole discretion, it does not receive a sufficient number of eligible and qualified Submissions.

6. Notification: The potential winners will be notified by email on or about April 07, 2014. Except where prohibited, each potential winner will be required to sign and return an Declaration of Eligibility and Release of Publicity and Liability, which must be received by Sponsor, within ten (10) days of the date notice or attempted notice is sent, in order to claim his/her prize. If any potential winner cannot be contacted, fails to sign and return the Declaration of Eligibility and Release of Publicity and Liability within the required time period, or prize is returned as undeliverable, potential winner forfeits prize. In the event that a potential winner is disqualified for any reason, Sponsor will award the applicable prize to an alternate winner using the skill-based criteria set forth above. In the event that a potential winner chooses to not accept the award, Sponsor will award the applicable prize to an alternate winner using the skill-based

criteria set forth above. Only three (3) alternative winners will be selected, after which EA retains the discretion to donate the applicable prize to a charity of Sponsor's choosing.

Prizes: A trip to a BioWare recording studio (in Edmonton, Canada or Los Angeles, California or London) and an opportunity to have a voice-over in an upcoming Dragon Age game. The prize trip includes a trip for the winner to a BioWare recording studio closest to Winner's residence with voice recording at the studio. Trip includes roundtrip transportation, (either economy/coach class airfare for the winner from the major commercial airport nearest the Winner's residence or ground transportation if in close proximity to BioWare studio); hotel accommodations for 2 nights/3 days at a hotel of Sponsor's choosing; ground transportation and 3 meals per day. Incidentals, including, without limitation: telephone calls, facsimile charges, Internet charges, spa/beauty salon services, laundry, tours/excursions, gift shop purchases, hotel processing fees and airline service charges, are the sole responsibility of the Winner and his or her Guest. Hotel and airfare cannot be used separately. Prize trip will be mutually agreed upon dates by Sponsor and Winner. Winner must notify Sponsor of intended dates of travel by no later than 2 weeks prior to the intended date of departure. All travel must be completed by June 30, 2014 or prize will be forfeited in its entirety. Travel and accommodations are subject to availability and certain restrictions, so Sponsor cannot guarantee prize trip will be available on the exact dates specified by Winner. Any extra nights' stay and any additional costs associated with an extended stay are the sole responsibility of the Winner and his or her Guest. Additional restrictions may apply. Sponsor cannot guarantee that winner's recorded voice will actually appear in the commercial release of a game, in which game it may appear, or if in a game, where in the game the recorded voice will be heard. Winner must sign Declaration of Eligibility and Release of Liability and Publicity provided by Sponsor.

The approximate retail value (ARV) of the Prize is USD\$2,000.00. Actual value of Prize Trip may vary depending on Winner's residence and seasonal rates.

Prizes are not transferable. No substitution of Prizes for cash or other goods and services is permitted, except Sponsor reserves the right to provide a substitute Prize of approximately equal value. All expenses not specified above, including, without limitation, all federal, state and local taxes, and international tariffs, are the sole responsibility of the individual Winner.

7. General Terms:

- a. By participating in this Contest, each participant agrees: (1) To the extent allowable under applicable law, to release and hold harmless Sponsor and its agents from any and all liability or any injury, loss, damage, right, claim or action of any kind arising from or in connection with this Contest or any Contest-related activity or the receipt, possession, use or misuse of any prize won, except for residents of the United Kingdom with respect to claims resulting from death or personal injury arising from EA's negligence and for residents of the United Kingdom with respect to claims resulting from the tort of deceit or any other liabilities that may not be excluded by law; (2) That EA's decisions will be final and binding on all matters related to this Contest; (3) That by accepting a prize, EA may use your name and place of residence online or in any other media, in connection with this Contest, without payment or compensation to the winner or anyone else, except where prohibited; and (4) The Contest is governed by the laws of the United States and all claims must be resolved in the United States.
- b. EA reserves the right to cancel, suspend and/or modify the Contest, or any part of it, if any fraud, technical failures or any other factor impairs the integrity or proper functioning of the Contest, as determined by Sponsor in its sole

discretion. If terminated, Sponsor may, in its sole discretion, determine the winners from among all non-suspect, eligible entries received up to time of such action using the judging procedure outlined above. Sponsor, in its sole discretion, reserves the right to disqualify any individual it finds to be tampering with the entry process or the operation of the Contest or to be acting in violation of these Official Rules or those of any other Contest or in an unsportsmanlike or disruptive manner and void all associated entries. **Any attempt by any person to deliberately undermine the legitimate operation of the Contest may be a violation of criminal and civil law, and, should such an attempt be made, Sponsor reserves the right to seek damages and other remedies (including attorneys' fees) from any such person to the fullest extent permitted by law. Sponsor's failure to enforce any term of these Official Rules shall not constitute a waiver of that provision.**

c. Winners are responsible for any applicable taxes on prizes.

8. **Winner's List:** Winner's list requests will only be accepted after the end date of the Contest Period (listed above) and no later than June 30, 2014. We will post the names of confirmed winner online after April 14, 2014 at blog.dragonage.com. This list will remain posted until June 30, 2014.

9. **Sponsor:** Electronic Arts Inc., 209 Redwood Shores Parkway, Redwood City, CA 94065.

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