



The Sims Social Launches Open Beta on Tencent Open Platform in China

BEIJING--(BUSINESS WIRE)-- Electronic Arts Inc. (NASDAQ:EA) today announced the launch of *The Sims Social*™ open beta on Tencent open platform Qzone in China. Players in China are invited to log on to Tencent Qzone to test the game and discover the innovative gameplay experience of *The Sims*. The Chinese name of the game is Mo Ni Shi Guang.

The 'no data wipe' open beta for Mo Ni Shi Guang will save players' in-game data and records to ensure that their progressions are maintained and up to date after the testing phase, when the game goes live.

Mo Ni Shi Guang is in development at Playfish™ Beijing, a studio of Electronic Arts. The online game service builds on the franchise history of innovative game design and the fun of creating and living a simulated life, combined with new social play elements designed specifically for Chinese players.

Players can create their own Sims, design a dream house or pursue different professions, all with aesthetics adapted for Chinese consumers. The game offers localized images, furniture, clothing and skills designed specifically for Tencent open platform Qzone. The social interaction within Mo Ni Shi Guang give players a chance to invite their QQ friends to join the game, develop friendships and relationships, and play together for good or for mischief. Players can also share their game through the Tencent Qzone social network for a broad and true social gaming experience.

The game's closed beta period received an enthusiastic welcome from the user community, with ratings as high as 8.9 points out of 10.

The Sims™ franchise is the groundbreaking game series that allows players to create and live a virtual, simulated life. The series has become a global gaming and cultural phenomenon, with more than 150 million units sold across 20 languages and 60 countries. *The Sims Social*, a browser-based game, launched on Facebook® in August 2011 and saw 50 million monthly active users in its first month, and has won numerous awards including Top Recommended Games on Facebook in 2011.

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 <http://info.ea.com>.

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