



Tencent and EA Bring The Sims Social to China

BEIJING--(BUSINESS WIRE)-- The universally popular life simulation franchise, The Sims™, is coming to China's leading social network, Tencent Open Platform. *The Sims Social*™ is in development at Playfish™ Beijing, a studio of Electronic Arts Inc. (NASDAQ:EA), and will be available to Chinese players on Tencent's social gaming network QZone. The Chinese name of the game is *Mo Ni Shi Guang*.

The new offering from EA and Tencent now brings the fun and humor of playing with life and interacting with friends to Chinese players. *Mo Ni Shi Guang* combines the best of The Sims gameplay from its creators at The Sims Studio with innovative social gaming features developed by Playfish for Tencent's social game platform. *Mo Ni Shi Guang* expands the award winning Sims universe to China, and leverages the techniques and service resources from Tencent's open platform to localize the game both in its art and game design.

The Tencent Open Platform is capable of providing high quality products and services to its users, and has now become China's leading open platform. With *Mo Ni Shi Guang*, Tencent Open Platform is set to provide a greater experience to users. Closed Beta testing of *The Sims Social* is underway, and Open Beta is expected to begin in the coming months.

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. In *The Sims Social*, players can not only enjoy the fun of building a home and a life, but are also able to play with friends and play with life.

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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