



LeAnn Rimes, Fefe Dobson, Natalie Portman's Shaved Head and More Each Sing a Tune in Simlish for EA'S *The Sims 3 World Adventures*

REDWOOD CITY, Calif., Oct 13, 2009 (BUSINESS WIRE) -- *The Sims(TM)* fans around the world will be rockin' out to new Simlish music in *The Sims(TM) 3 World Adventures Expansion Pack** for the PC and Mac(R) this November. The EA(TM) Play Label of Electronic Arts Inc. (NASDAQ:ERTS) today announced over a dozen additional artists who will lend their Simlish voice stylings to *The Sims 3 World Adventures* including GRAMMY Award-winner LeAnn Rimes and hot rising stars Fefe Dobson, Natalie Portman's Shaved Head, Katie Melua, Esme Denters, Evan Taubenfeld, Madina Lake, and more.

"Once again, the musical world of *The Sims* comes to life with some of the world's biggest stars of today and tomorrow performing their hits in Simlish," says Steve Schnur, Worldwide Executive of Music for EA. "In the future, look for exciting music videos to accompany some of these songs, which will further demonstrate that Simlish is truly a global language."

"My friends have told me about *The Sims* for years, and I've also heard Natasha Bedingfield and Black Eyed Peas versions of their songs in Simlish, so I was thrilled to be in on the fun," said LeAnn Rimes. "It's so cool to have my own music in such an iconic game."

New global artists with Simlish songs in *The Sims 3 World Adventures* include:

- LeAnn Rimes - "You've Ruined Me"
- Fefe Dobson - "I Want You"
- Katie Melua - "If the lights go out"
- Madina Lake - "Lets Get Outta Here"
- Manchester Orchestra - "I've Got Friends"
- Natalie Portman's Shaved Head - "Me + Yr Daughter"
- Esme Denters - "Outta Here"
- Hot Chelle Rae - "Say"
- Audrye Sessions - "Turn Me Off"
- Metalkpretty - "Wake Up, Wake Up"
- Evan Taubenfeld - "Pumpkin Pie"
- Friday Night Boys - "Can't Take That Away"
- Cassie Steele - "Summer Nights"
- Broken Hearts Club - "Na Na Na"

Previously announced artists and songs featured in the game include:

- Nelly Furtado - "Manos al Aire"
- Pixie Lott - "Mama Do"
- Stefanie Heinzmann - "No One (Can Ever Change My Mind)"
- Matt & Kim - "Daylight"
- Young Punx - "Juice and Sim"

The Sims are on the adventure of their lifetime in *The Sims*^(TM) 3 *World Adventures*, the first expansion pack to the #1 best-selling PC game of calendar 2009**, *The Sims 3*. Players will guide their Sims to acclaimed fortune--or potential doom. Gamers will take their Sims to famous real-world inspired destinations to conquer challenges, find treasures, discover what's lurking in hidden caves, and more with the first ever adventure gameplay. From mastering martial arts in Shang Simla, China, discovering rich culture and famous landmarks on a romantic getaway to Champs Les Sims, France or exploring the depths of ancient tombs in Al Simhara, Egypt, Sims will learn new skills and chase down new personal opportunities, meet new Sims with unique personalities, share their culture and bring them home, discover new styles on their travels, and share everything they encounter on their adventures with the world through personal photographs, movies, and stories. Those who register their copy of the PC/Mac version of the game online will receive 1,000 SimPoints*** to be used in *The Sims 3* Store. Adventure is on the horizon -- what will the Sims discover?

The Sims 3 World Adventures Expansion Pack for the PC and Mac will ship to retailers worldwide the week of November 16, 2009. For those who haven't already purchased *The Sims 3* or need a good gift idea for friends or family, a special limited Holiday Collector's Edition will be available on November 17, 2009. The special edition will feature *The Sims 3* Collector's Edition along with new holiday content.

For more information about *The Sims 3 World Adventures* or *The Sims 3*, please visit www.TheSims3.com. Developed by The Sims Studio, *The Sims 3 World Adventures* is rated T for Teen by the ESRB. To download artwork, please visit www.info.ea.com. To pre-order the standard edition game visit www.thesims3.com/game/ep1/order.

*Requires *The Sims 3* for PC/MAC to play.

**According to NPD data.

***INTERNET CONNECTION REQUIRED, see product pack or digital distribution rules for details.

About *The Sims*

The Sims franchise celebrates an impressive over 100 million units sold since its launch in February 2000. Now translated into 22 different languages and available in 60 different countries, *The Sims* quickly has become a universal gaming and cultural phenomenon. *The Sims 3* sold 3.7 million copies since launch through June 30, 2009 and was the best-selling PC launch in EA's history. Fan intensity is evidenced through the nearly 65 million downloads of player created content including: Sims, houses, stories and more. *The Sims 3* YouTube Channel is within the top 5 most viewed sponsored channels of all time with more than 22 million video views. *The Sims 3* took the social media sites by storm with half a million fans on the official Facebook page for the game and nearly 30,000 followers on the Twitter official game page making it one of the most popular games on Twitter. Visit *The Sims 3* official website to see what the players are creating at www.TheSims3.com or the official YouTube Channel for *The Sims* at <http://www.youtube.com/user/TheSims>.

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: EATM, EA SPORTSTM, EA MobileTM and POGOTM. In fiscal 2009, EA posted GAAP net revenue of \$4.2 billion and had 31 titles that sold more than one million copies. EA's homepage and online game site is www.ea.com. More information about EA's products and full text of press releases can be found on the Internet at <http://info.ea.com>.

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EA Play Label
Brooke Bauguess, 310-754-7312 (Senior PR Manager)
bbauguess@ea.com
Angie Newman, 650-628-2877 (PR Manager)
anewman@ea.com

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