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Embrace a Supernatural Life in EA's *The Sims 3 Supernatural*

Pre-Order The Newest Expansion Pack From The Sims 3 And Receive An Upgrade To A Special Limited Edition With An Exclusive Plants vs. Zombies Content Pack

REDWOOD CITY, Calif.--(BUSINESS WIRE)-- Live a supernatural life with your Sims in a new world full of magic, mystery and mischief! The Maxis Label of Electronic Arts Inc. (NASDAQ: EA) today announced that *The Sims™ 3 Supernatural Expansion Pack** for PC/Mac is in development and will launch worldwide in September 2012. The latest offering from *The Sims Studio* allows players to create and live out the lives of supernatural Sims like werewolves, witches, vampires and fairies. Curse or charm your Sims' lives with powerful spells, volatile elixirs and magical abilities in a world of strange happenings, spooky surprises and even the occasional zombie attack.

"With a variety of deep and mysterious supernatural lifestyles to choose from, *The Sims 3 Supernatural* allows players to dive into powerful new gameplay that showcases a darker side of *The Sims*," says Scott Evans, General Manager of *The Sims Studio*. "This pack introduces a fresh perspective while maintaining the characteristic playfulness, humor and innovation of our studio. With *The Sims 3 Supernatural*, we are adding a wealth of rich creative possibilities, surprising new content and intriguing storylines to the world of *The Sims 3*."

The Sims 3 Supernatural gives players the new ability to create werewolves, fairies, witches and more intriguing vampires directly in the Create A Sim tool, customizing characteristics that range from the hairiness of a werewolf's body to the shape of a fairy's wings. While playing as supernatural Sims, players will discover new abilities, traits, skills and interactions that enhance their gameplay, including delayed aging for fairies and vampires, innate magic channeling for witches, and lycanthropy for werewolves, which enables them to control their animal instincts and transform at will.

In *The Sims 3 Supernatural*, players also have the option to learn magical crafts by casting spells and brewing elixirs that will charm or hex their Sims' lives. These potent concoctions have a wide variety of effects from career-boosting to weight loss and even zombification. The zombification elixir will turn unsuspecting Sims into brain-hungry, shuffling monsters that are driven to wreak havoc on the town. In addition, players have the ability to share their brews with any friends who have *The Sims 3*.

As players delve into the world of the supernatural and explore the eerie new town of Moonlight Falls, they will uncover enchanted objects and gothic décor, including a sliding bookcase that conceals a hidden lair and a powerful mirror with magical interactions. Players may also choose to embark on a new career path as a mystic fortune-teller or build their skill to become an alchemic master. Meanwhile, the onset of the mysterious lunar cycle will unveil strange revelations, secrets and mysteries that will shake up the entire town.

As part of the integration between *The Sims* and PopCap's *Plants vs. Zombies™*, those who pre-order *The Sims 3 Supernatural* will receive a special Limited Edition version**, which features the exclusive *Plants vs. Zombies™* content pack. Players with this limited edition content can ward off attacking zombies in their game with the famous Pea Shooter from *Plants vs. Zombies* and dress their Sims with classic zombie-themed attire for the ultimate creepy-chic look.

The Sims 3 Supernatural is rated "T" for Teen and currently available for pre-order online and across retailers in North America. For more information, please visit the official website at www.thesims.com/supernatural, "Like" us on [Facebook](https://www.facebook.com/thesims3) or follow us on [Twitter](https://twitter.com/thesims3).

Press assets for *The Sims 3 Supernatural* can be found at www.info.ea.com.

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

**While supplies last.

About *The Sims*

For more than a decade, *The Sims™* has entertained millions of people across the globe and has made an indelible footprint

on the interactive world. A world-renowned interactive entertainment phenomenon, *The Sims* has sold more than 150 million units to date and continues to enhance its rich multi-platform portfolio with offerings that inspire creativity and reach one of the broadest audiences in gaming. *The Sims* evolves its magnetic appeal by delivering gameplay experiences that are current, compelling and above all, entertaining. A microcosm of society, *The Sims* gives players the ability to play with life by creating and controlling virtual lives and telling meaningful stories. Hundreds of millions of players' creations have been shared and downloaded by one of the most active player communities in the world and the viral appeal of *The Sims* is further evidenced by its 30 million fans across global social networks. With a variety of unique gameplay themes, engaging content and collaborations with top brands and artists, there is something for everyone to love in *The Sims* and to play anytime, anywhere on the platform of their choice. For more information about *The Sims*, visit www.thesims.com.

About Electronic Arts

Electronic Arts (NASDAQ: EA) is a global leader in digital interactive entertainment. The Company delivers games, content and online services for Internet-connected consoles, personal computers, mobile phones, tablets and social networks. EA has more than 220 million registered players and operates in 75 countries.

In fiscal 2012, EA posted GAAP net revenue of \$4.1 billion. Headquartered in Redwood City, California, EA is recognized for a portfolio of critically acclaimed, high-quality blockbuster brands such as *The Sims*™, *Madden NFL*, *FIFA Soccer*, *Need for Speed*™, *Battlefield*™ and *Mass Effect*™. More information about EA is available [at info.ea.com](http://info.ea.com).

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