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## EA Launches *The Sims 3* Katy Perry's Sweet Treats

*Sweeten Your Sims' Lives With a Touch of Katy Perry*

REDWOOD CITY, Calif.--(BUSINESS WIRE)-- Sink your sweet tooth into the sweetest pack of them all! The Maxis Label of Electronic Arts Inc. (NASDAQ: EA) today announced that *The Sims™ 3 Katy Perry's Sweet Treats\** is now available online and at retailers across North America. This delectable offering adds more stuff than ever seen before in a stuff pack, allowing players to customize their *The Sims 3* game in creative and unique new ways. Offering a wide range of content including décor, furniture, fashions and hairstyles, players can add a little sprinkle of Katy Perry's style to their Sims' neighborhoods and towns or dramatically transform their worlds into a complete confection of sugary bliss. Also included in this stuff pack are three brand new and fully built venues plus a special recording of Katy Perry's chart-topping hit 'Last Friday Night (T.G.I.F.)' in Simlish, the language of *The Sims*.

"In *The Sims 3 Sweet Treats*, you get all of my favorite selects from the California Dreams Tour all in one pack! You can change as many times as I did on tour," said Katy Perry. "All the props are so sweet and fun - you can turn your world into a virtual Candyfornia™!"

In *The Sims 3 Katy Perry's Sweet Treats*, players will have full access to Katy's Candyfornia™ virtual style including new venues, more outfits and more objects. From jumbo-sized candy décor to dessert-themed furnishings such as a banana split sofa and a cupcake swivel chair, *The Sims 3 Katy Perry's Sweet Treats* is a one-of-a-kind experience that fully embraces Katy Perry's spirit.

Additionally, a collection of Katy Perry's sinfully sweet virtual fashions and hairstyles have been added to the game for players to further extend their Sims' wardrobe options. New candy-adorned silhouettes, cupcake bandeau tops and peppermint patterned dresses are just a taste of the unique styles included in this pack.

Players will also venture into new territories with three new venues that are fully built and ready to be placed into Sims' towns. Sims will cool off at Patty's Natural Baths, the sweet new neighborhood pool, or spend a day outdoors with a visit to the BonBon Lawn Park. Sims can even get social after a day of fun in the sun by spending some quality time at the town's local hangout, the Cake Pleasure Dome.

*The Sims 3 Katy Perry's Sweet Treats* is rated "T" for Teen and is currently available online and across retailers in North America. Check out the official website at [www.thesims.com/katyperry](http://www.thesims.com/katyperry), "Like" us on [Facebook](https://www.facebook.com/thesims) or follow us on [Twitter®](https://twitter.com/thesims).

Press assets for *The Sims 3 Katy Perry's Sweet Treats* can be found at [www.info.ea.com](http://www.info.ea.com).

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

### 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](http://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 <http://info.ea.com>.

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