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## Gaming and Fashion Collide as EA Announces The Sims 3 Diesel Stuff Pack

*World-renowned Gaming and Entertainment Phenomenon Partners with One of the Most Popular Lifestyle Brands in the World*

REDWOOD CITY, Calif.--(BUSINESS WIRE)-- Find the look that fits your Sim's style and get ready for successful living! The Maxis Label of Electronic Arts Inc. (NASDAQ: EA) and Diesel today announced a collaboration between *The Sims*™ and the iconic apparel and lifestyle design company that will give players clothing and furniture from Diesel's 2012 Spring/Summer collection, which is currently available in Diesel stores and online. In *The Sims 3 Diesel Stuff Pack*\*, players will have access to Diesel and their younger lifestyle brand 55DSL's apparel for men and women as well as Diesel's home furnishings so anyone can recreate the hottest looks and decorate their Sims' homes with the distinctive furniture that makes Diesel one of the most popular lifestyle brands in the world.

"We always look to create content in stuff packs for *The Sims* that give our players cool items that play into their inherent creativity and give them new tools to play with life," said Jennifer Lane, Producer within *The Sims* Studio. "Diesel's brand of rock-and-roll meets refined denim fashion style speaks to our fans' love of clothing and home furnishings. What is particularly exciting is you can see the latest fashions in the Diesel stores, wear them in real life and bring them into the virtual world of *The Sims* to enrich your Sims' lives and modernize their neighborhood."

Dress to impress! *The Sims 3 Diesel Stuff Pack* includes over three dozen clothing items like dresses, jackets and the brand's iconic denim collection that allows Sims to be who they want to be whether they are cool, chic, modern or casual. Complete the look at home and give the Sims a fabulous lifestyle with over a dozen objects including coffee tables, a bed and a sofa from Diesel home collection. Appealing to fans of Diesel and 55DSL clothing, many of the items found in-game are also available as real life items in Diesel stores and [diesel.com](http://diesel.com). Launching later this summer, the pack will be available for purchase in stores worldwide and will also be available for purchase online through [Origin.com](http://Origin.com).

*The Sims 3 Diesel Stuff Pack* is rated "T" for Teen and currently available for pre-order. Check out the official website at <http://thesims.com/diesel>. "Like" us on [Facebook](https://www.facebook.com/thesims) or follow us on [Twitter](https://twitter.com/thesims)®.

Press assets for *The Sims 3 Diesel Stuff* pack can be found at [info.ea.com](http://info.ea.com).

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

### About *The Sims*

*The Sims*™ franchise, the groundbreaking game series that allows players to create and live a virtual, simulated life on a variety of gaming platforms, celebrated its 10-year anniversary in 2010 and has sold more than 150 million units since its launch in February 2000. Now translated into 20 different languages and available in 60 different countries, *The Sims* series has quickly become a universal gaming and cultural phenomenon. Since its June 2009 launch, *The Sims 3* has sold more than 10 million copies worldwide across multiple platforms and was the #1 best-selling PC title for 2009 in North America and Europe. Fan intensity is evidenced through more than 350 million downloads of player-created content including: *The Sims* characters, houses, stories and more. *The Sims 3* community site, [www.thesims3.com](http://www.thesims3.com), welcomes more than five million unique visitors monthly, handles more than 100 content downloads every minute and more than 5 million uploads to date. In addition, *The Sims* has a broad range of social and community channels reaching more than 30 million fans. 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'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>.

## **About Diesel and 55DSL**

Diesel is a global lifestyle brand. From its headquarters in Breganze, it directly manages 19 subsidiaries across Europe, Asia and the Americas. It is now present in more than 80 countries with 5,000 points of sale and more than 500 Diesel mono-brand stores. 55DSL is the original Italian streetwear brand uniting subcultures around the world, through a shared passion for creativity and fashion. Created in 1994 as an experimental spin-off of the popular Diesel brand, 55DSL is now under the brand umbrella of the Diesel Group, with a lively and provocative identity, and a fresh young attitude.

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