



Be an Ace Entrepreneur or Fearless Hero in The Sims 3 Ambitions When it Launches This Week

Expansion Pack for the Critically Acclaimed The Sims 3 Adds In-Depth Careers Like Firefighter, Private Investigator, Architecture Designer, Doctor, Ghost Hunter and Stylist to the Game

REDWOOD CITY, Calif., Jun 01, 2010 (BUSINESS WIRE) -- The Sims are working hard for the simoleons. The EA Play Label of Electronic Arts Inc. (NASDAQ:ERTS) today announced that *The Sims(TM) 3 Ambitions* Expansion Pack*, the second expansion pack to the best-selling PC game of calendar 2009**, *The Sims 3*, is available at retail nationwide and for digital download today for the PC and Mac. The game will be in stores worldwide in 60 countries and in 20 languages this week.

"The Sims community has long wanted to control their Sims actions at work and now with the seamless open neighborhood, those actions have a direct impact on the town and other Sims," said Scott Evans, General Manager of *The Sims* at EA. "Offering a variety of new and exciting careers, players can choose to complete their work tasks in a heroic manner or take the deviant route."

The Sims 3 Ambitions allows players to pursue a variety of exciting careers in their Sims' lives that in turn affect their overall gameplay experience and neighborhood. Players can choose to hunt down vengeful spirits as the ghost hunter, invent brilliant and potentially destructive gadgets as an inventor, craft glorious masterpieces as a sculptor, dole out experimental medicine as a doctor, save lives as a firefighter, and solve riveting cases by any means necessary as an investigator with dozens of cases to solve and numerous clues to find. For the first time, players will be in charge of how their Sims' career progresses and decide if they will work for good or evil, pursue creative endeavors or technical affairs, change the town for the better or wreak havoc on everyone's homes. Choices made while playing the new careers and activities such as stylist, architecture designer and tattoo artist directly impact the look and feel of the town and other Sims. For example, as a player you get to determine what a Sims' new appearance will look like, whether that be a hip makeover or a new tattoo fit for a rockstar. Additionally, players will be able to explore Twinbrook, an entirely new playable town in *The Sims 3 Ambitions*, where they will be able to meet new locals, explore their surroundings and find new employment opportunities.

There will also be a hot, new soundtrack to go along with the gameplay. Over a dozen new artists have laid down their tracks in Simlish including GRAMMY Award-winners Lady Antebellum and Toni Braxton, and new-comers Rise Against, Charice, Neon Trees, The Acorn and more! Players will want to turn up the volume and sing along with the new Simlish songs.

The Sims 3 Ambitions will also be available for feature phones, iPhone and iPod touch in late 2010 from EA Mobile(TM). These versions will have customized mobile gameplay features, which will be revealed in the coming months and will not require a base game to play. For information on carrier availability and pricing for all EA Mobile games, please visit www.eamobile.com.

For more information about *The Sims 3 Ambitions* or *The Sims 3*, please visit www.TheSims3.com. Developed by *The Sims* Studio, *The Sims 3 Ambitions* is rated T for Teen by the ESRB. To download artwork, please visit www.info.ea.com.

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

**According to NPD data for North America and Europe.

About *The Sims*

The Sims franchise celebrated its ten year anniversary in February 2010 and an impressive more than 125 million units sold since its launch in February 2000. Now translated into 22 different languages and available in 60 different countries, *The Sims* has quickly become a universal gaming and cultural phenomenon. Since its June 2009 launch, *The Sims 3* has sold more than 4.5 million copies worldwide to date and holds the #1 best-selling PC title for 2009 in North America and Europe. Fan intensity is evidenced through the 110 million downloads of player created content including: Sims, houses, stories and more. *The Sims 3* community site, www.thesims3.com, welcomes up to six million unique visitors monthly, handles 300 content downloads every

minute and more than 2.1 million uploads have been made to date, including 15 movies each hour. *The Sims 3* YouTube Channel is in the top 10 most viewed sponsored channels of all time with more than 30 million video views. 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: EA SPORTS(TM), EA(TM), EA Mobile(TM) and POGO(TM). In fiscal 2010, EA posted GAAP net revenue of \$3.7 billion and had 27 titles that sold more than one million units. 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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