



EA Reveals The Sims 3 Full Online Feature Set

Second Town and Robust Online Capabilities To Deliver Comprehensive Community Experience

REDWOOD CITY, Calif., Apr 30, 2009 (BUSINESS WIRE) -- Electronic Arts Inc. (NASDAQ:ERTS) today announced the robust online and community offerings to *The Sims(TM) 3* PC and Mac game, the highly-anticipated flagship game from the best-selling PC franchise *The Sims*. In addition to the town included in the game, a second town, Riverview will be available for download from *The Sims 3* product website at launch. TheSims3.com also will allow players to create and share their own movies, manage their online content and purchase additional in-game content. The game is set to launch worldwide on the PC, Mac, iPhone(TM), iPod(R) touch and mobile devices starting June 2, 2009.

"With such a vibrant and active community as *The Sims* has, we wanted to build even further on the already immense offline experience, by offering players additional functionality, content and tools available online through the game," said Ben Bell, Executive Producer of *The Sims 3*. "One example of the many online tools we've added to the game is the Create a Movie tool. Within the game, players can easily set up the camera angle they want, capture in-game footage, play director and producer and then post their movies online to show off to the world."

Key Online Elements Include:

- **The Sims 3 Store:** Included with purchase of the game is \$10 worth of SimPoints, which players receive when they first register their game online at TheSims3.com. They can use their SimPoints towards downloading exclusive in-game items from *The Sims 3* Store to customize their game. For additional items, players can purchase bundles of 500, 1000 and 2000 SimPoints in \$USD, EUR, GBP and other major international currencies using a variety of payment methods including international and national credit cards, PayPal, and EA cash cards (in North America only). Whether it's the must-have new outfit or the latest style of plaid furniture, players have the opportunity to further customize and populate their Sims world with additional items.
- **Game Launcher:** The Game Launcher is the key entry point for players into TheSims3.com community. This hub page connects players to both the Store and the Exchange, and provides them with news and information about game updates. Players can keep track of their downloads, uploads, installs, game updates and their media portfolio that includes the videos and photos they can capture while playing the game. The Game Launcher also alerts players to new content in the store, localized game and store promotions along with relevant updates to the Store and cool new content from the community.
- **TheSims3.com Site:** With the launch of the game on June 2, the marketing website at TheSims3.com will be replaced with the full community and product site for the game. The site will not only connect players, encourage new ways to be creative in the game, and offer personally relevant information for each user, it also will serve as the hub site where players can share their content with other members, and embed them on social networking sites and blogs.
- **Key Site Features:**
 - **The Exchange:** Building off of *The Sims 2* Exchange's success of more than 100M downloads, *The Sims 3* Exchange highlights featured items, most popular downloads, powerful search and browse capabilities, along with giving players the ability to see what other players are recommending.
 - **Create a Movie and Create a Story:** New easily accessible tools inspire creativity and allow players to create movies and stories and then show them off or share them with friends. Players can show off their Movies with the Create a Movie Tool by embedding them on external sites or with an email link back to their Movie on TheSims3.com.
 - **My Page and My Studio:** *The Sims 3* product site will allow players to maintain their profile pages on their My Page section as well as offering them the new My Studio section to manage all their creations - Movies, Stories, Exchange objects. My Page is also a blog space where players can post news, customize it with a personal avatar, track favorites and more. Users can make friends with other *The Sims 3* players and share their content across a number of social network sites.

For more information about *The Sims 3*, go to www.TheSims3.com. *The Sims 3* was developed by The Sims Studio. To download artwork, visit www.info.ea.com. *The Sims 3* will be available for purchase at retail and online through digital

distribution starting June 2 at http://eastore.ea.com/store/ea/ContentTheme/pbPage.the_sims3/ThemeID.718200.

* INTERNET CONNECTION required. See product pack or digital distribution rules for details.

About *The Sims 3*

Get inspired by the endless creative possibilities and unexpected moments of surprise and mischief in *The Sims 3*! Customize your Sims' appearances and choose up to five traits to create individual personalities. From the "romantic" trait or "kleptomaniac" trait to "evil" trait, create millions of unique Sims from the vast amount of personalities. New goal-oriented game play enables you to choose which short or long-term objectives you want your Sims to pursue and even determine your Sims' destinies in life. Create and edit your own movies by capturing your gameplay moments or select from a library of clips. Then join *The Sims 3* online community where you can show off all of your creations, receive additional content, hear the latest news, and more! Download exclusive content and hear the latest news of *The Sims 3* at www.TheSims3.com.

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. For the latest information about *The Sims* and to check out the hottest creations for *The Sims 2* made by our community members, please visit www.TheSims2.com.

About Electronic Arts

Electronic Arts Inc. (EA), headquartered in Redwood City, California, is the world's leading interactive entertainment software company. Founded in 1982, the Company develops, publishes, and distributes interactive software worldwide for video game systems, personal computers, cellular handsets and the Internet. Electronic Arts markets its products under four brand names: EA SPORTS™, EA™, EA SPORTS Freestyle™ and POGO™. In fiscal 2008, EA posted GAAP net revenue of \$3.67 billion and had 27 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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Photos/Multimedia Gallery Available: <http://www.businesswire.com/cgi-bin/mmg.cgi?eid=5953010&lang=en>

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