



EA Announces The Sims 2 Pets; Fans of the Popular Video Game Series Enrich The Lives of Their Sims With The Addition of an Animal Companion

REDWOOD CITY, Calif.--(BUSINESS WIRE)--July 27, 2006--Electronic Arts (NASDAQ:ERTS) today announced that the popular video game franchise, The Sims™ 2, is going to the dogs -- and for that matter, to the cats, guinea pigs and birds too! The company is releasing The Sims™ 2 Pets on current generation console systems, handheld platforms and as a PC expansion pack. The Sims 2 Pets will build on the celebrated The Sims 2 experience that allows players to create and control digital characters throughout their lives while determining the outcome of their relationships and choosing their destiny. Each version will feature customized content tailored to the platform.

The addition of a new friend is guaranteed to enrich the daily lives of your Sims! Not only will players have the opportunity to choose from a variety of existing breeds, and hot designer mixes, but they'll also be able to personally design their new friend with the Create-a-Pet feature. The ability to customize gives fans the opportunity to create their ideal pet by choosing their body shape, unique markings, even their pet's personalities! With so many different animals to choose from, there's no telling what unpredictable experiences could occur!

Players will also be able to teach their pet new tricks, take them for a romp in the park, outfit them with new pet accessories and even give them a job! As in real life, your Sims' pet will require care and training. A neglected cat with an urge to scratch might claw up your new couch if you aren't careful, and leaving your dog unattended near a freshly planted flower bed probably isn't wise!

"The Sims 2 Pets captures the magic between pets and their owners," said Executive Producer Rod Humble. "A dog gnawing at his chew toy, a cat jumping at a dangled feather, a toddler stroking the chest of a big dog who sits by patiently -- even a frisky dog getting caught rolling around in the trash. These special moments all come to life through the lifelike animations and artwork of The Sims 2 Pets. There is something delightful about your Sim, a little pet person, having a pet of their own. Pets allows players to tell more stories with their Sims and helps create more emergent anecdotes within the game."

The Sims 2 Pets will be available on the PlayStation®2 computer entertainment system, the Nintendo GameCube™, Game Boy® Advance, and Nintendo DS™, and as a PC expansion pack(a) that builds on the original The Sims 2 PC game experience. A version for the PSP® (PlayStation® Portable) system will follow.

KEY FEATURES

All Platforms

-- Sims Have New Friends - Pets! Sims can share their lives with their new pets and add more fun to the Sims experience. From dogs, cats, caged animals and more, your Sims share new friends to experience life's precious moments. With so many different animals to choose from, there's no telling what unpredictable experiences could occur!

-- Create-A-Pet: Choose from dozens of dog and cat breeds or customize features for a one-of-a-kind pet. You can even modify your pet's body shape by choosing from specific colors and unique markings. Don't like the way they act? Change their personality - from smart and sweet to silly and sloppy - anyone can create their ideal animal friend in The Sims 2 Pets.

-- "Sit, Spike, Sit": Your Sims can encourage and discipline pets, training them to shake, roll over, play dead, and more. Unruly pets might dig in the yard, claw the sofa, or topple the trash. Thankfully, a little training can go a long way.

-- Classic Sims Open-Ended Gameplay: Create and control digital characters over a lifetime, setting their goals in life from popularity and romance, to fortune and family - their stories are in your hands.

-- Share unique Pet unlocks: Use special codes to share unlockable pet accessories, fur types or markings with other The Sims 2 Pets players.

Unique to PC(a)

-- Friends for a Lifetime: Your Sims' pets are members of the family and share all of life's great moments - whether it's kids training puppies, teens playing fetch in the park, adults watching TV with their cats, or elders enjoying a sunny day in the park with their long-time companion!

-- Create a designer breed: Your Sims pets have genetics, allowing you to create the latest designer pet, including popular hybrid breeds like the Labradoodle, Puggle and Schnoodle! Like what you've created? Register them to appear in Create-A-Pet as a unique pedigree!

-- Bring Home the Bacon: Sims aren't the only ones with careers anymore! Skilled pets can earn a living from three career tracks - Show Business, Security, and Service - and work their way up through five job levels.

Unique to PlayStation®2, Nintendo GameCube™ and PSP® (PlayStation®Portable) system

-- Stroll the Central Town Park: Take your Sims and their pet for a romp at any of the nearby park areas, or head to the Central Town Park which is a favorite of pet owners. While there, watch your pet play well with others while your Sim can meet others and socialize with fellow animal lovers.

-- Shop 'til you drop: Visit the adjoining Town Center, a great gathering spot for Sims that evolves over time. Once you've seen the latest styles and decided on a purchase, deck your pet out in the latest clothing and accessories around. From geek to chic and cool to casual, your Sim can customize their pet's look with one stop in the Town Center. It's sure to be the coolest pet in town!

Unique to Nintendo DS™

-- Manage a Pet Care Center: Pamper, preen, and nurse all the neighborhood pets at your new Pet Care Center that you create and customize.

-- How Much Is That Doggie in the Window? In a pet store that you own and operate, you can help other Sims pick out the perfect pet. Earn extra Simoleans by selling the pet products that include the latest pet fashions and accessories!

Game Boy® Advance

-- Give Your Sim a Career in Pet Care: Take care of the town's pets by being a veterinarian, a world-class pet trainer and more. Players can even choose from a variety of cats and dogs to adopt as their very own. Whether they are healing pets or just taking them for a stroll, there is always something to do in the pet-friendly town of Barkersville.

-- Toys, treats and tricks!: Sims can teach their pets cool and amazing tricks and then compete in the World Championships to be the best in show!

Product Specifications

Publisher: Electronic Arts
Developer: Electronic Arts Redwood Shores
Ship Date: October 17th, 2006:

- PlayStation(R)2
- Nintendo GameCube(TM)
- Game Boy(R) Advance
- Nintendo DS(TM)
- PC expansion pack(a)

Ship Date: November 2006:

- PSP(R) (PlayStation(R)Portable)

Category: Simulation/Strategy
ESRB Rating: "RP-T" (Rating Pending - Teen)

(a) The Sims(TM) 2 Pets for PC requires The Sims(TM) 2 or The

Sims(TM) 2 Special DVD Edition for PC to play.

About The Sims™

The Sims franchise celebrated its fifth anniversary in February. The game skyrocketed to the top of the charts when it began shipping to stores in February 2000 and quickly became a universal gaming and cultural phenomenon. The Sims™ PC based product and expansion packs were the best selling PC games of 2000, 2001, 2002, and 2003. Translated into 17 different languages, The Sims has inspired seven top selling expansion packs. They include: The Sims™ Livin' Large, The Sims™ House Party, The Sims™ Hot Date, The Sims™ Vacation, The Sims™ Unleashed, The Sims™ Superstar, and The Sims™ Makin' Magic. The Sims 2 shipped in September 2004 with sales already topping 5M units worldwide, it was the best selling PC game of 2004. The Sims™ 2 University shipped in March 2005, The Sims™ 2 Nightlife shipped in September 2005, The Sims™ 2 Open for Business shipped in February 2006. Combined sales for the franchise are approximately 70M units life-to-date. For more information on The Sims 2, visit <http://www.thesims2.com> and for more information on The Sims franchise titles, visit <http://www.thesims.com>.

About Electronic Arts

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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 videogame systems, personal computers and the Internet. Electronic Arts markets its products under four brand names: EA SPORTS™, EA™, EA SPORTS BIG™ and POGO™. In fiscal 2006, EA posted revenue of \$2.95 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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