

EA Announces The Sims 3 Will Invade Consoles and Handheld This Fall

Award-Winning Gameplay and Technology from EA's Best-Selling Franchise Maximized for Console and Handheld Players with All-New Platform-Specific Features

REDWOOD CITY, Calif., Apr 27, 2010 (BUSINESS WIRE) -- The EA Play Label of Electronic Arts Inc. (NASDAQ:ERTS) today announced that the critically-acclaimed *The Sims(TM)* 3 is in development for the PlayStation(R) 3 computer entertainment system, Xbox 360(R) video game and entertainment system, the Wii(TM) and Nintendo DS(TM), and will be available this fall. Millions embraced the launch of *The Sims* 3 on the PC/Mac last summer making it the biggest PC launch in EA's history and going on to become the #1 best-selling PC title in 2009*. The groundbreaking *The Sims* franchise has continued to gain momentum, remaining a worldwide cultural touchstone for its enormous and growing fan base.

"We're bringing players the best console and handheld game for *The Sims* franchise to date and are excited to offer a unique experience for all types of gamers on their platform of choice," explained Sam Player, Executive Producer at EA. "Building on the unique traits system, living open neighborhood, lifetime wishes, and endless customization options, we've tailored each platform of *The Sims 3* with exclusive features to allow for even more control, creativity, and connectivity."

In *The Sims 3* for console and handheld, players will be able to create Sims with unique personalities, fulfill their desires...or not, and control their lives within a living neighborhood. Additionally, all-new features make it easier than ever to mess with life as players can unlock the ultimate "Karma Powers" for instant control and unleash them on their Sims. Players can help their Sim "get lucky," bless them with "instant beauty" or be deviant and curse them with an "epic fail." But players should use these powers wisely--they may have unexpected results and karma may come back to bite.

Rich, immersive gameplay is complimented with a seamlessly integrated exchange system on the PlayStation 3 and Xbox 360 platforms where gamers will be more connected than ever before as they design, build, and share their creations and download content from other players around the world without ever leaving the game.** Facing short and long term challenges, players will reap rewards and trophies and can even share achievements with friends by connecting to Facebook**.

Exclusive to the Wii version, players will be able to enjoy an all-new beach town with unique residents, traits, careers and lifetime wishes. For the first time ever, players can enjoy *The Sims 3* with friends by going head to head in the new "Life Moments" game to earn rewards. Finally, players will also enjoy several adventure quests, as the game will challenge them to explore their town and discover the secrets therein.

Never before seen on Nintendo DS, players can use the stylus to build their Sims' homes with tools, draw walls and floors, and customize virtually everything from décor objects, textures, and more. Players will use the stylus to sculpt their Sims' facial features, choose hair styles and clothing, and dictate personalities in the most robust Create a Sim yet for a handheld game. In "Story Mode," players will control multiple Sims within a family and enjoy life's special moments. For the first time ever on the Nintendo DS, players can enjoy a complete life simulation as they guide their Sims through completing challenges to unlock additional items, new buildings and landmarks, and more.

"The Sims series continues to be one of the most successful videogames of all time by providing universally appealing content and focusing on the player's imagination, emergent gameplay mechanics, and the innate humor evident in the virtual world of *The Sims*," said Scott Evans, General Manager of *The Sims* Studio. "We're building on this foundation and applying new features that will make for a robust, deep and rewarding gameplay experience. I'm extremely proud of the game that the team is making and can't wait to bring these exciting new features like 'Karma Powers' to life and get them into players' hands."

The Sims 3 for the PlayStation 3, Xbox 360, Wii, and Nintendo DS is developed by The Sims Studio and has not yet rated by the ESRB. For more information about The Sims 3, please go to www.TheSims3.com. The Sims 3 is also available for PC, Mac, iPhone(R), iPod touch(R) and mobile devices. To download artwork, please visit www.info.ea.com.

* In North America and Europe according to NPD data, Chart-track UK, Gfk France, Gfk Spain, Gfk-MCC Germany and EA

internal estimate.

** INTERNET CONNECTION, EA Online Account, and registration with single-use serial code enclosed with new, full retail purchase of *The Sims 3* for Xbox 360 or PlayStation 3 required. PlayStation(R)Network/Xbox LIVE(R) account required and separate fees may apply. Some features subject to availability through PlayStation Network and/or Xbox LIVE. Registration is limited to one EA Account per serial code and is non-transferable once used. You must be 13+ to register. EA Online Terms & Conditions found at www.ea.com.

About The Sims

The Sims(TM), the groundbreaking franchise that allows players to create and live a virtual, simulated life on a computer, celebrates its ten year anniversary in 2010 with 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 5 million copies worldwide to date and was the #1 best-selling PC title for 2009 in North America and Europe. Fan intensity is evidenced through the 130 million downloads of player created content including: Sims, houses, stories and more. The Sims 3 community site, www.thesims3.com, welcomes up to four million unique visitors monthly, handles 300 content downloads every minute and more than 2 million uploads have been made to date, including 20 movies each hour. The Sims 3 YouTube Channel is within the top 10 most viewed sponsored channels of all time with more than 29 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 https://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: EATM, EA SPORTSTM, EA MobileTM and POGOTM. In fiscal 2009, EA posted GAAP net revenue of \$4.2 billion and had 31 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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