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SimCity Social Cements Its Place on Facebook

The Real City-Building Simulation Game Is Now Live and Available to Play

REDWOOD CITY, Calif.--(BUSINESS WIRE)-- *SimCity™ Social* cuts the ribbon on the world's largest social network! Electronic Arts Inc. (NASDAQ:EA) today announced that *SimCity Social* is now live on Facebook. A close collaboration between many talented people at Maxis and Playfish, *SimCity Social* takes the hallmark features that *SimCity* fans have loved over the past two decades and integrates them with advanced social features, bringing the *real* social city-building simulation to the masses.

"*SimCity Social* will entice a new generation of urban planners with its easy-to-use tools that allow anyone to expand and grow their own unique sprawling metropolises and watch as it comes to life in fun and unexpected ways," said Jami Laes, Vice President of Global Studios for Playfish. "*SimCity Social* is about playing with your friends. Whether you do that with kindness by helping put out a fire or through mischievous acts like helping a criminal escape, the decisions you make with your friends will determine how the story of your cities plays out."

In *SimCity Social*, there are no set linear paths to follow; cities evolve as a direct result of player-driven choice allowing for more creative freedom. As mayor, players will deal with unforeseen issues like fires, crime and pollution, and will make crucial decisions that will help them discover how their cities take shape. Social interactions in *SimCity Social* go far beyond just visiting friends' cities or using them as resources to complete tasks. Players can choose to build friendly relationships with other cities or form an intense rivalry through a dynamic and ever-evolving friend and foe system. With multiple options for city growth, unexpected gameplay events that shape the destiny of the city, and city-to-city relationships, players will see recognizable changes that bring forth aesthetic and gameplay alterations based on the decisions made in the game — for better or for worse.

SimCity fans can visit www.facebook.com/simcitysocial to "Like" the game and join the more than 750,000 fans. Players of *SimCity Social* who "Like" the game get access to free in-game exclusive content.

Following the success of the integration in *The Sims Social*, Dunkin' Donuts will be integrated into *SimCity Social* at launch where players can gift Coffee Boosts and Donut Boosts to enable friends to enhance their game play experience. Dunkin' Donuts will continue to launch new features and gifting campaigns in the game throughout the year, including exclusive *SimCity Social* items available to players who choose to visit and "like" the Dunkin' Donuts Facebook page.

Press assets for *SimCity Social* are available at info.ea.com.

About *SimCity* Franchise

SimCity Social arrives on the heels of the announcement of *SimCity* for PC which is currently in development at the world-renowned Maxis studio in Emeryville, Calif. For more than two decades, the king of city-building simulators has sworn in millions of virtual mayors from around the world. With its return in February 2013, *SimCity* will engage an entirely new generation of PC gamers as they take charge of their own customized cities and build a world that co-exists alongside friends. For the first time in *SimCity* franchise history, players' decisions will have long-lasting repercussions that will extend beyond their city limits. Together, players will address real global challenges such as climate change, the search for renewable resources and natural disasters. It's up to the players to decide whether to compete or collaborate to shape the world of tomorrow — for better or for worse.

SimCity for PC has not yet been rated by the ESRB. To stay up-to-date on the latest regarding *SimCity* please visit www.SimCity.com. Press assets for *SimCity* are available at www.info.ea.com

About Electronic Arts

Electronic Arts (NASDAQ: EA) is a global leader in digital interactive entertainment. The Company delivers games, content and online services for Internet-connected consoles, personal computers, mobile phones, tablets and social networks. EA has more than 220 million registered players and operates in 75 countries.

In fiscal 2012, EA posted GAAP net revenue of \$4.1 billion. Headquartered in Redwood City, California, EA is recognized for a portfolio of critically acclaimed, high-quality blockbuster brands such as The Sims™, Madden NFL, FIFA Soccer, Need for Speed™, Battlefield™ and Mass Effect™. More information about EA is available at <http://info.ea.com>.

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