



Katy Perry Sweetens Life for EA's The Sims

New Game Collaboration Available This June — The Sims 3 Katy Perry's Sweet Treats

REDWOOD CITY, Calif.--(BUSINESS WIRE)-- Electronic Arts Inc. (NASDAQ: EA) today announced that the next collaborative project between *The Sims™* and Katy Perry will be available this June on PC/Mac. In *The Sims™ 3 Katy Perry's Sweet Treats* players can sweeten up their Sims' lives with Katy Perry-inspired, candylicious items that will enhance their game experience such as décor, furniture, objects and of course, fashions and hairstyles. Players will sink their sweet tooth into all new in-game goodies and turn the homes and neighborhoods of their Sims into a whimsical Candyfornia™, complete with cupcake-themed guitars, candy playground equipment and delicious cotton candy trees. Outfitting their Sims in an array of new clothing and hairstyles, players will make their Sims look good enough to eat! Three pre-built venues will help transform the world for the Sims characters with a game packed full of Katy Perry-inspired content.

"I'm delighted to bring you more with *The Sims 3 Sweet Treats*," said Perry. "I love some of the accessories so much that I am going to get some of them made in real life! It's one of my small life goals to sit on a banana split couch."

Additionally, players will rock out to a Simlish version of Katy Perry's hit song, 'Last Friday Night (T.G.I.F),' which she recorded for *The Sims 3 Katy Perry's Sweet Treats*. Simlish is the official language of *The Sims*.

Perry comments on singing the Simlish version of the track, saying, "'Last Friday Night (T.G.I.F.)' is a really fun song to sing along to in any language, so I thought why not in Simlish?"

In *The Sims 3 Katy Perry's Sweet Treats*, players can indulge their Sims in an array of exciting and colorful items to turn their surroundings into vibrant candytopias. From banana split sofas to lavish fountains made of candy, and even a waffle cone picnic table, this game really captures Katy Perry's spirit. New sugar-coated fashions and hairstyles really sweeten this game. The fashions are straight from Katy Perry's red carpet appearances, music videos and concert performances, which have now been recreated for *The Sims* in a true to life way.

Even more delectable are the pre-built venues that are included. Players can take their Sims for a dip amidst the sweet surroundings of Patty's Natural Baths, an all-new pool venue, complete with bubble gum pink lounge chairs and a licorice-themed slippery slide. They can stroll over to the Bonbon Lawn Park where they'll find loads of fun-for-all-ages, candy playground equipment. Players can also take their Sims to the Cake Pleasure Dome, the town's charming local hangout, where even more tasty sweet treats await.

The Sims 3 Katy Perry's Sweet Treats is rated "T" for Teen and currently available for pre-order. Check out the official website at www.thesims.com/katyperry, "Like" us on [Facebook](#) or follow us on [Twitter](#)®.

Press assets for *The Sims 3 Katy Perry's Sweet Treats* can be found at www.info.ea.com.

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

About *The Sims*

The Sims™ franchise, the groundbreaking game series that allows players to create and live a virtual, simulated life on a variety of gaming platforms, celebrated its 10-year anniversary in 2010 and has sold more than 150 million units since its launch in February 2000. Now translated into 20 different languages and available in 60 different countries, *The Sims* series has quickly become a universal gaming and cultural phenomenon. Since its June 2009 launch, *The Sims 3* has sold more than 10 million copies worldwide across multiple platforms and was the #1 best-selling PC title for 2009 in North America and Europe. Fan intensity is evidenced through more than 350 million downloads of player-created content including: *The Sims* characters, houses, stories and more. *The Sims 3* community site, www.thesims3.com, welcomes more than five million unique visitors monthly, handles more than 100 content downloads every minute and more than 5 million uploads to date. In addition, *The Sims 3* has a broad range of community channels reaching millions of fans daily. *The Sims 3* YouTube Channel videos have been viewed more than 70 million times and *The Sims 3* global Facebook and Twitter pages have a combined fan base of nearly 25 million. 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>. Join *The Sims 3* Facebook and Twitter communities to see what fans have to say about the game at www.facebook.com/thesims3 and www.twitter.com/thesims3. *The Sims 3* is available for PC, Mac, iPhone®, iPod touch®, mobile devices, PlayStation®3 computer entertainment system, Xbox 360® videogame and entertainment system, Nintendo DS™, Wii™ and Nintendo 3DS™. In August, *The Sims Social* browser-based game launched on Facebook and within one month garnered an impressive 50M monthly active users. To play *The Sims Social*, visit www.facebook.com/TheSimsSocial.

About Electronic Arts

Electronic Arts (NASDAQ: EA) is a global leader in digital interactive entertainment. The Company's game franchises are offered as both packaged goods products and online services delivered through Internet-connected consoles, personal computers, mobile phones and tablets. EA has more than 100 million registered players and operates in 75 countries.

In fiscal 2011, EA posted GAAP net revenue of \$3.6 billion. Headquartered in Redwood City, California, EA is recognized for critically acclaimed, high-quality blockbuster franchises 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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Source: Electronic Arts Inc.

News Provided by Acquire Media