



The Sims Live Life to the Fullest in EA's The Sims 3 Generations Expansion Pack

Newest Expansion Pack to Critically-acclaimed The Sims 3 Brings New Activities, Celebrations, Drama and Ways to Be Creative Through Each of Life's Stages from Child to an Adult

REDWOOD CITY, Calif.--(BUSINESS WIRE)-- Take a deep dive into the wonders and joys of each age with a whole spectrum of rich life experiences. The EA Play Label of Electronic Arts Inc. (NASDAQ:ERTS) today announced that *The Sims 3™ Generations* Expansion pack* is in development and will hit store shelves worldwide this spring. Players will be able to take the reins and act out life's most humorous and memorable moments from childhood to teenage years to adulthood in this new expansion pack to *The Sims 3*, the best-selling PC game of 2009**.

"*The Sims 3 Generations* includes new gameplay experiences and content that our community has been requesting for years including bunk beds, expansive weddings, midlife crises and more," said Scott Evans, General Manager of *The Sims* Studio at EA. "Imagine booby trapping a friend's toilet or turning your imaginary friend into a real person, throwing bachelor or bachelorette parties, all to spend your elder Sims years reminiscing about the past."

From new celebrations to dramatic life events, *The Sims 3 Generations* offers gamers all-new ways to express their Sims', characters unique to *The Sims*, creativity. Players will be able to capture and keep track of their Sims' life moments with in-game cameras and upload and share their Sims' memories on www.TheSims3.com and Facebook*** via the new memory system. Players start off in the imagination-fuelled world of childhood, where they can take dance classes, misbehave with their imaginary friend or goof around in one of three themed tree houses; space rocket, wooden shack or princess. Players may then move on to embrace the drama of the teen years by pulling elaborate pranks such as exploding toilets, color dye in the shower or ding dong ditch, become prom king or queen, or forget the school dance and throw a raging party at their parents' house. There will be even more creative options to explore with a brand new chemistry set, but they'll need to use caution, or their Sims might turn themselves into a ghost. As adult Sims, players ride the wave of freedom. They can attend or plan bachelor and bachelorette parties, throw lavish weddings, and go through a mid-life crisis where they may change their hair, style, and more. With a wealth of new options and activities, Sims' lives are sure to be more interesting in *The Sims 3 Generations*.

For more information about *The Sims 3 Generations* or *The Sims 3*, please visit www.TheSims3.com. Developed by *The Sims* Studio, *The Sims 3 Generations* for PC/Mac is rated 'T' for Teen by the ESRB, 12+ by PEGI, and 6+ by the USK. To join *The Sims* fans on Facebook and Twitter, visit the official pages at <http://www.facebook.com/TheSims3> and www.twitter.com/TheSims3. To download artwork, please visit www.info.ea.com.

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

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

*** Conditions and restrictions apply. Please see back of pack for details.

About The Sims

The Sims™ franchise, the groundbreaking game series that allows players to create and live a virtual, simulated life on a computer, celebrated 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* 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 nearly 250 million downloads of player created content including: The Sims characters, houses, stories and more. *The Sims 3* community site, www.thesims3.com, welcomes up to seven million unique visitors monthly, handles more than 240 content downloads every minute and more than 3.5 million uploads have been made to date, including 11 movies each hour. *The Sims 3* YouTube Channel is within the top 10 most viewed sponsored channels of all time with more

than 45 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 <http://www.youtube.com/user/TheSims>. Join *The Sims 3* Facebook or Twitter communities at www.facebook.com/thesims3 and www.twitter.com/thesims3.

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: EA SPORTS™, EA™, EA Mobile™ and POGO™. In fiscal 2010, EA posted GAAP net revenue of \$1.7 billion and had 27 titles that sold more than one million units. 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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