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## EA and Maxis Invite Players to Play with Life in The Sims Mobile, Available Worldwide Today

*Experience the Rich and Entertaining Moments of Sims' Lives on iOS and Android*

[View the Official Trailer](#)

REDWOOD CITY, Calif.--(BUSINESS WIRE)-- Today, Electronic Arts Inc. (NASDAQ: EA) and Maxis announced the worldwide launch of *The Sims™ Mobile*, an all-new experience that offers players countless ways to express their creativity with more detail than ever before on mobile. *The Sims Mobile* brings players the authentic experience fans expect from *The Sims*, where players can enjoy shaping their Sims' lifestyles by creating unique personalities, developing a range of relationships and designing the world they play in from their mobile phone or tablet.

This press release features multimedia. View the full release here:  
<http://www.businesswire.com/news/home/20180307005558/en/>



*The Sims Mobile* brings players oodles of opportunities for freedom of expression as they guide the stories of their Sims' lives through career choice, hobbies, relationships, and more. Players can explore all new ways to interact with other players' Sims at parties or around town and use Stickers to let them know if they're Cute, Hot, or Fabulous! Relationships can be initiated as friendly or romantic with other Sims, while taking risky actions for higher rewards, such as going in for a kiss or experimenting with a new recipe. Players can also start families for their Sims, creating a path for future generations where they can pass down heirlooms that have powerful gameplay benefits.

EA and Maxis Invite Players to Play With Life in The Sims Mobile, Available Worldwide Today (Graphic: Business Wire)

"In *The Sims Mobile*, we've dramatically increased the fidelity and quality of Sims and the various environments they play in," said Creative Director, Brandon Gill. "Creating unique, completely customized Sims, building a dream home, and exploring exciting careers have always been tentpoles of *The Sims* franchise. With *The Sims Mobile*, we're able to bring players those time-loved features with new, highly detailed customization options in Create-A-Sim and Build Mode. Players will find that new guided narratives and immersive social features give *The Sims Mobile* a unique blend of delightful gameplay experiences and social platform-inspired connections."

In *The Sims Mobile*, players can create one-of-a-kind Sims, build amazing homes, and play together with friends as they shape their Sims' lifestyle. Jump in the game and start by customizing Sims to have distinct appearances with everything from their hair color and style to fashion and accessory choices. Players can pick Sims personality traits to reflect their own or to be completely different as they determine hobbies, careers, relationships and more. After building the perfect home personalized with furniture, decorations, appliances, or themed collections, invite friends' Sims over to show off the amazing space, or check out other Sims' homes by attending their parties.

*The Sims Mobile* is available to download on the App Store and Google Play. To find out more about *The Sims Mobile* and stay up-to-date on *The Sims* news, please visit [www.TheSims.com/Mobile](http://www.TheSims.com/Mobile) or check out *The Sims* on [Twitter](#), [Facebook](#), and [YouTube](#).

**About Electronic Arts**

Electronic Arts (NASDAQ: EA) is a global leader in digital interactive entertainment. The Company develops and delivers games, content and online services for Internet-connected consoles, mobile devices and personal computers. EA has more than 300 million registered players around the world.

In fiscal year 2017, EA posted GAAP net revenue of \$4.8 billion. Headquartered in Redwood City, California, EA is recognized for a portfolio of critically acclaimed, high-quality brands such as The Sims™, Madden NFL, EA SPORTS™ FIFA, Battlefield™, Need for Speed™, Dragon Age™ and Plants vs. Zombies™. More information about EA is available at [www.ea.com/news](http://www.ea.com/news).

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