

You're Hired! EA Announces The Sims 2 Open for Business; From Boutiques to Salons, Department Stores and Beyond, Your Sims Are Taking Over the Workplace One Business at a Time

REDWOOD CITY, Calif.--(BUSINESS WIRE)--Jan. 4, 2006--Electronic Arts (NASDAQ:ERTS), the world's leading interactive entertainment software company, today announced that its Maxis studio is developing The Sims 2 Open for Business, the third expansion pack to the fastest-selling PC game, The Sims™ 2. With The Sims 2 Open for Business, commercial creativity is in your hands -- create any kind of business, from trendy clothing boutique to blooming floral shop, a bustling restaurant perhaps, or become a mogul with an original business of your own design -- the Sims' world is open for business!

Make Your Dream Store a Virtual Reality

Ever had a great idea for a business? Build it and see how it works! The world is your entrepreneurial oyster in this all-new The Sims 2 expansion pack, allowing you to experience the victories and challenges associated with creating, owning and running your own business. From the layout and merchandise, to the employees and materials, you choose what your Sims needs to create a profitable and fun business.

Who's the Boss? Your Sims Are!

In The Sims 2 Open for Business, your Sims will learn what it takes to build a clientele and keep loyal customers happy while improving employee morale and managing a lucrative business. Players can even help their Sims to create and craft new items to sell and meet customer demands. As each customer is different, you'll be able to apply sales techniques to woo even the most discriminating shopper. Dress your employees in wacky outfits to entertain cranky customers or drop the price for an unsure browser. From training, promoting, hiring and firing, you're ultimately the boss who calls all the shots!

Learn the Tricks of the Trade

Do the things your Sims love to do while getting virtually paid for it! Keep your employees knowledgeable and the workplace happy, because before you know it you'll have the most entertaining, booming business in the neighborhood! Flaunt your team's assets while vying for the "Best of the Best" award, an honor guaranteed to improve their business reputation -- and yours!

"The Sims 2 Open for Business is truly an innovative and fresh addition to the franchise. It allows players to build their own business from the ground up, exploring a whole new economic landscape while pursuing their dreams of commercial success," said senior producer, Tim LeTourneau. "For years players have been asking for the ability to play with their Sims in a work environment. Now they will be able to do just that, unlocking not only their Sims business potential but their own as well. It's really a whole new way to play the game. Whether you're a clever tinkerer or a master craftsman, your dream store can become a virtual reality as your Sims world becomes open for business!"

The Sims 2 Open for Business is the third expansion pack of the critically acclaimed PC game, The Sims 2. With streamlined gameplay, stunning graphics, and a lifetime of replayability, The Sims 2 Open for Business maintains the core components of creativity and customization that are integral to The Sims experience while allowing gamers to practice their skills at the trade of their choice. With more than 58 million units sold to date, The Sims franchise maintains a unique appeal that allows gamers to create and control the lives of their Sims thus leaving the creative power of their Sims world in their own hands!

Rated "T" for teen by the ESRB, The Sims 2 Open for Business was developed under the EA™ brand by EA's award winning Maxis studio.

For more information, or to find out how the game will play on your favorite platform, please visit www.thesims2.com

For assets that correspond with this announcement, please go to info.ea.com.

About The Sims™

The Sims franchise celebrated its fifth anniversary in February 2005. The game skyrocketed to the top of the charts when it began shipping to stores in February 2000 and quickly become a pop culture phenomenon. Released exclusively for PC, The Sims™ original product and subsequent expansion packs were the best selling PC games of 2000, 2001, 2002, and 2003. Translated into 17 different languages, The Sims has inspired seven top selling expansion packs including: The Sims™ Livin' Large, The Sims™ House Party, The Sims™ Hot Date, The Sims™ Vacation, The Sims™ Unleashed, The Sims™ Superstar and The Sims™ Makin' Magic. In 2003, the series broke away from being a PC-only franchise and debuted for the first time on videogame consoles and handheld platforms. The franchise issued The Sims and The Sims Bustin' Out -- each of which were met with great success. Combined, these two products have sold more than 8M units worldwide. The Sims 2 for PC shipped in September 2004 and brought fans worldwide a brand new experience with a richer depth of play, deeper emotional complexity and a laugh-out-loud sense of humor. Sales topped 4.5M units worldwide within its first year, making it the best selling PC game of 2004. The first expansion packs for the sequel, The Sims™ 2 University and The Sims™ 2 Nightlife shipped in March 2005 and September 2005 respectively. In Fall 2005, The Sims 2 was released for the videogame consoles. Today, the combined sales for the franchise have topped a staggering 58M units life-to-date. For more information on The Sims 2, visit http://www.thesims2.comand for more information on The Sims franchise titles, visit http://www.thesims.com

About Electronic Arts

Electronic Arts (EA), headquartered in Redwood City, California, is the world's leading interactive entertainment software company. Founded in 1982, the company develops, publishes, and distributes interactive software worldwide for videogame systems, personal computers and the Internet. Electronic Arts markets its products under four brand names: EA SPORTS™, EA™, EA SPORTS BIG™ and POGO™. In fiscal 2005, EA posted revenues of $3.1 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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