



## **EA and Depeche Mode Collaborate on Signature Song for The Sims 2 Open for Business; Chart-Toppers Depeche Mode and The Sims Team Up to Make Beautiful Music in Simlish!**

REDWOOD CITY, Calif.--(BUSINESS WIRE)--March 2, 2006--Electronic Arts (Nasdaq:ERTS) today announced that the signature sound of legendary alternative rock band Depeche Mode has been translated to The Sims native Simlish language for the first time ever. 'Suffer Well,' a popular track from Depeche Mode's critically acclaimed album 'Playing the Angel,' has been recorded in Simlish and will be made available to fans of music and PC games through The Sims™ 2 Open for Business, the third expansion pack to build on the celebrated The Sims™ 2 entertainment experience.

The Sims development team created the unique Simlish language by experimenting with fractured Ukrainian and Tagalog, the language of the Philippines. Inspired by the code talkers of WWII, Sims creator Will Wright also suggested experimenting with Navajo.

"Like the Sims, Depeche Mode is a worldwide phenomenon, with a distinct style. This unprecedented collaboration brings together two celebrated entertainment icons, and gives millions of Sims fans the opportunity to hear one of their favorite bands sing in Simlish, a language that appeals directly to them," said Steve Schnur, Worldwide Executive of Music and Music Marketing at EA. "Simlish is an emotion-filled language that defies translation -- it's a great fit for the music of Depeche Mode which is so focused on creating a mood, and appeals to people on an emotional level."

Depeche Mode's lead singer, David Gahan, said, "Depeche Mode has always been open to new ways of sharing our music, but re-recording a Simlish-language version of 'Suffer Well' just sounded completely bizarre. Of course, that's why couldn't resist doing it."

A video for the song, featuring footage of Depeche Mode and gameplay from The Sims 2 Open for Business, will be available at [thesims2.ea.com](http://thesims2.ea.com) and [www.depechemode.com](http://www.depechemode.com).

The song is also included in the PC game, The Sims 2 Open for Business, which puts commercial creativity in the hands of gamers who can create virtually any kind of business for their Sims, from a trendy clothing boutique or hip beauty salon to a blooming floral shop or bustling restaurant chain. As a savvy entrepreneur, your Sim must keep an eye out for slacker employees and be prepared to fire them as quickly as they hired them!

Twenty-five years into a career that has influenced countless artists -- while selling 50 million albums and playing to approximately 10 million people -- Depeche Mode continue to enjoy massive success. "Playing the Angel," the band's 11th studio album, spawned the radio and club hit "Precious" while 2005's triumphant U.S. tour featured multiple sold-out nights at Madison Square Garden in New York City and the Staples Center in Los Angeles. "Playing the Angel" debuted on the Billboard pop album chart at #7 and has reached #1 in 18 countries while selling nearly 2 million copies worldwide. As their new single "Suffer Well" emerges on radio, the band continues to tour in support of "Playing the Angel," their highly praised new album (Sire/Reprise). With 800,000 tickets sold on the European leg of their massive world tour -- where they've sold out an imposing 69 stadium and arena dates throughout 30 countries -- Depeche Mode is set to return to the U.S. to headline opening night at Coachella (April 29) as part of a new round of North American dates that will be announced shortly.

The Sims 2 Open for Business builds on the critically acclaimed gameplay of The Sims 2. It will be on store shelves March 2, 2006, for the PC platform.

Also making musical appearances in the game are "Things Can Only Get Better" by Howard Jones, "Too Shy" by Kajagoogoo and "Synthesized" by Epoxies.

### **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.com> and 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](http://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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