



EA's Popular Game Franchise, the Sims 2, Delivers Gifts for New and Current Sims 2 Fans

New Festive Titles from the Sims 2 Available Just in Time for the Holidays

REDWOOD CITY, Calif.--(BUSINESS WIRE)--Nov. 10, 2006--Electronic Arts Inc (NASDAQ:ERTS) today announced that new holiday titles from the world's most popular PC game franchise, The Sims™ 2, are available now in the U.S. and Europe -- just in time for holiday shopping! Rated "T" for Teen by the Entertainment Software Rating Board (ESRB), The Sims™ 2 Holiday Edition and The Sims™ 2 Happy Holiday Stuff promise to spice up your Sims' festivities with seasonal items, outfits and decor. Whether for the avid fan of The Sims™ or casual game players, The Sims 2 games are the perfect stocking stuffers for everyone on your list!

Give the Gift of Gaming: Introduce Someone You Love to The Sims 2

The holidays are a perfect time to introduce a family member or friend to The Sims 2 world. Having sold more than 70 million games around the world, The Sims franchise is a cultural phenomenon with worldwide appeal that crosses borders, generations and genders. In fact, more than half of The Sims players are female, making this a great gift for all the ladies in your life, young or old! The broad themes of The Sims games are drawn from day-to-day-life, making the experience instantly enjoyable for even the most novice game player; The Sims encourages players to create and control virtual people over an entire lifetime. Players enjoy participating in all the ups and downs of their Sims' lives -- from the big events such as falling in love or building their first house to the more heart-warming moments such as putting up their family's first Christmas tree and welcoming Santa's arrival!

Available for a limited time only, The Sims 2 Holiday Edition is a great value that includes the critically-acclaimed game, The Sims 2 -- in its entirety -- plus 60 global holiday-themed items that allow your Sims to add sparkle to their holiday celebrations. Available for the same suggested retail price as the original game, The Sims 2 Holiday Edition will include this holiday bonus content, allowing players to spread holiday cheer by turning their Sims' home into a sugar plum fairy land, organizing a holiday get together, even rocking out with Funky the Snowman!

The Ultimate Holiday Upgrade for The Sims 2 Player

Fans of The Sims 2 for PC can also catch the holiday spirit this season! The Sims 2 Happy Holiday Stuff will make your Sims' holidays even more festive with an updated collection of seasonal items, outfits, and decor. The pack contains more than 60 items like mistletoe, reindeer lawn ornaments and all-new items from around the globe like a European-style Father Christmas.

The Sims™ 2 Holiday Edition containing both the base game and holiday items is available at participating retailers for \$39.99 MSRP. Fans who already enjoy The Sims 2 can purchase The Sims™ 2 Happy Holiday Stuff for \$19.99 MSRP at participating stores.

For more information on The Sims 2 and The Sims 2 Holiday Edition, as well as expansion packs such as The Sims™ 2 University, The Sims™ 2 Nightlife, The Sims™ 2 Open for Business and The Sims™ 2 Pets that provide additional experiences for the original game, please visit <http://www.thesims2.com>.

About The Sims™

The Sims franchise celebrated its sixth anniversary in February 2006. The game skyrocketed to the top of the charts when it began shipping to stores in February 2000 and quickly became a universal gaming and cultural phenomenon. The Sims™ PC based product and expansion packs(1) were the best selling PC games of 2000, 2001, 2002, and 2003. Translated into 20 different languages, the original version of The Sims has inspired seven top selling expansion packs. They include: 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. The Sims 2 shipped in September 2004 with sales already topping 7M units worldwide to date. It was the best selling PC game of 2004. The Sims™ 2 University shipped in March 2005, The Sims™ 2 Nightlife shipped in

September 2005, The Sims™ 2 Open for Business shipped in February 2006, The Sims™ 2 Family Fun Stuff shipped in April 2006, The Sims™ 2 Glamour Life Stuff shipped in August 2006 and The Sims™ 2 Pets shipped in October 2006. Combined sales for The Sims franchise are over 70M 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 Inc. (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 2006, EA posted revenue of \$2.95 billion and had 27 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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(1) The PC Expansion Pack versions require The Sims 2, The Sims 2 Special DVD Edition, or The Sims 2 Holiday Edition for PC to play.

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