

EA Announces The Sims Life Stories Hits Store Shelves Today

First Video Game In All-New Product Line Delivers Entertaining Story-Driven Experiences Perfect For Laptop Gaming

REDWOOD CITY, Calif.--(BUSINESS WIRE)--Feb. 9, 2007--Electronic Arts Inc. (NASDAQ:ERTS) announced that The Sims™ Life Stories arrives on retail shelves today.

Featuring engaging characters and easy-to-play storylines that are sure to entertain both the new and experienced player, The Sims Life Stories is the debut game from The Sims Stories, a new series of laptop-friendly games from The Sims franchise. An entertainment phenomenon, The Sims games have been translated into 22 languages and sold nearly 85M games around the world -- that's more than enough to give a game to every single person in the UK or two to every man, woman and child in Canada! The Sims popularity is due, in part, to The Sims appeal outside the traditional gaming audience; more than half of The Sims players are female.

The Sims Life Stories, introduces an all-new Story Mode with two unique stories that follow the lives of Riley Harlow and Vincent Moore, two very different characters who have reached similar crossroads in their love lives. A comic romantic plot centered around engaging characters guides players through twelve chapters of each story. Players can take their Sims through unique and entertaining storylines filled with romance, intrigue and dramatic twists. Will Riley ditch boyfriend number one to marry and have kids with boyfriend number two? Will successful entrepreneur Vince ever find love, or the culprit who's been foiling his heart-earned efforts to find it? Players can discover these answers and more, or enjoy classic open-ended Sims gameplay.

"Everyone loves a good story. With The Sims Life Stories, casual players can pop into the game during a quick coffee break or spend a more time directing the love lives of Riley and Vince," said Rod Humble, VP Head of Studio for The Sims Division. "The Sims franchise has long been celebrated for it's accessibility and creativity, allowing players to create and live in the world of their dreams. Its gameplay elements like these that make The Sims the perfect place to explore these romantic comedies."

Designed to be laptop-friendly, The Sims Stories are accessible and fun for everyone. The Sims Stories are standalone entertainment experiences that do not require companion products from The Sims library - just pick up your laptop and play!

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Product Specifications
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    Publisher:    Electronic Arts
    Developer:    EA Redwood Shores
    Ship Date:    US: February 6, 2007
                  Europe: February 2, 2007
                  -- PC
                  -- Category: Simulation/Strategy
    ESRB Rating:  "T" (Teen)
    PEGI Rating:   12+
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The Sims Pet Stories and The Sims Castaway Stories are scheduled to ship in summer 2007 and winter 2008, respectively. These standalone products will not require expansion packs or stuff packs from previous The Sims or The Sims 2 collections. A Mac® version of The Sims Life Stories is coming soon.

About The Sims™ Life Stories

The Sims Life Stories is the first release in an all-new product line called The Sims Stories. Play through all the great moments of your Sim's life in this easy-to-play, laptop-friendly version of The Sims. Also Coming Soon to The Sims Stories line: The Sims Pet Stories invites your Sims to care for and train loveable but unpredictable pets, and in The Sims Castaway Stories you help your Sims make a new life in an unexplored deserted island paradise. All releases in The Sims Stories line offer two fun ways to play, directed Story mode and open-ended Classic mode, and are designed with laptop-friendly controls that let you play even

when you're on the go! For more information check out www.TheSimsStories.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, cellular handsets 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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CONTACT: Electronic Arts Inc.
Tiffany Spencer, 650-628-9193
Senior Manager, Public Relations
tspencer@ea.com
Amanda Taggart, 650-628-2729
Publicist, Public Relations
ataggart@ea.com

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