



EA Partners With Top Art Schools to Put "The Sims: in the Hands of Artists"

Multimedia Art Program and Competition Celebrates the Artistry of The Sims and Inspires Students to Compete for a \$12,000 Grand Prize

REDWOOD CITY, Calif.--(BUSINESS WIRE)--March 21, 2007--Electronic Arts (NASDAQ:ERTS) announced today that the company is teaming up with three art and design schools, Parsons The New School for Design in New York, Academy of Art University in San Francisco and Otis College of Art and Design in Los Angeles to produce art competitions and exhibitions that will celebrate the art of The Sims. The Sims-inspired artwork provided by the students will include a range of media including: machinima (animated films that use the engine from the video game), paintings, illustrations, sculptural work, fashion designs, cinematography, and interactive displays. The exhibits will be sponsored by Ford Motor Company.

The art on display will be selected from work submitted by students at the three respective schools and juried by representatives from the schools and EA. The Machinima and traditional art will be judged in separate categories with \$12,000 of prize money awarded at each school for winning entries.

"The Sims games celebrate creativity--encouraging players to create their own world as they play through the game. We've seen fans make everything from their dream home, to story-driven movies using The Sims as their medium. Putting a creative tool like The Sims in the hands of emerging artists opens up a whole new world of possibilities--we can't wait to see what the students come up with," said Nancy Smith, GM of The Sims Division at Electronic Arts and an avid art collector.

The Sims is one of the world's most popular PC games, selling nearly 85 million games world-wide since it's launch in 2000. It's earned its broad appeal by letting players creatively control the lives of characters in their own virtual world.

"EA has long recognized the artistic talent of the students at Parsons the New School for Design, Academy of Art University and Otis College of Art and Design. This program is the perfect way to celebrate The Sims games across a variety of art forms," said Jack Lew, Global University Relations Manager for Art Talent at EA. "And true to the Sims franchise, 'The Sims: In the Hands of Artists' exhibits will demonstrate self expression and creativity."

For more information, including rules and regulations, dates and locations please visit www.TheSims2.com/HandsOfArtists

Exhibition Dates

- April 19th - May 12th: Parsons The New School for Design at the Chelsea Art Museum
- June 26th - July 19th: 79 Gallery at Academy of Art University, San Francisco
- July 14th - August 11th: Ben Maltz Gallery at Otis College of Art and Design, Los Angeles

About The Sims (TM)

The Sims franchise celebrated its seventh anniversary in February. 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 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. 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 5M units worldwide, 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. Combined sales for the franchise are approximately 85M 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, cellular handsets and the Internet. Electronic Arts markets its products under four brand names: EA SPORTSTM, EATM, EA SPORTS BIGTM and POGOTM. 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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