



EA Ships The Sims 2 Seasons to Store Shelves Today

Unique Gaming Experience Offers New Seasonal, Outdoor Activities for The Sims 2 Players to Enjoy All Year Long

REDWOOD CITY, Calif.--(BUSINESS WIRE)--March 1, 2007--Today Electronic Arts (NASDAQ:ERTS) announced that fans of The Sims™ 2 can experience all-new ways for their Sims to enjoy spring, summer, winter & fall! The Sims™ 2 Seasons, which ships to store shelves today, is available as a PC expansion pack(1) building on the celebrated The Sims 2 experience that allows players to create and control virtual characters throughout their lives while determining the outcome of their relationships and choosing their destiny. And because each season unfolds differently, players are guaranteed a fresh experience year after year!

Whether your Sims are ice skating on a crisp winter day or jumping into leaf piles during a warm autumn afternoon, the variety of seasonal activities is guaranteed to add a fresh, new layer of fun into your Sims life. Whether your Sims are experiencing winter, spring, summer or fall, the enhanced visual experience and seasonal activities will affect the entire The Sims 2 world! From snowstorms and thundershowers to lightning bolts and more, not only will your Sims neighborhood be affected by these seasonal changes, but so will your Sims, as weather events and changes can impact your Sims relationships, moods, skills, wants and fears. Are your Sims happiest while fishing and playing Marco Polo in the summertime? Beat those wintertime blues by building snowmen, creating snow angels, and more!

In addition to the enhanced visual upgrade such as snow accumulation and new shadow effects, players can test your Sims' green thumb by planting and harvesting fruits and vegetables! Kick a cold with health boosters or meet the woman of your Sims' dreams by blending up magical love potions. Six new careers- from gamer to adventurer - await your Sims throughout the year, with each new career path offering the player its own unique reward object.

While your Sims are traversing through the various seasons of the year, make sure they're dressed appropriately for unexpected weather that can cause freezing, heat stroke, and sneezing! Prepare them for heavy sunlight, stunning lightening bolts and severe hail storms by dressing them in the season's trendiest outfits, including ear muffs, summer dresses, raincoats and more!

"The Sims 2 customers will be blown away by the amount of seasonal, outdoor activities that players can engage in all-year long. Whether your Sims are testing their gardening skills in the spring, catching butterflies in the summer, having snowball fights in winter or jumping in to leaf piles in autumn - there's always a new, fun way to stay entertained in The Sims 2 Seasons!" exclaimed Vice President and Studio Head of The Sims Division, Rod Humble. "Plus the new beautifully rendered weather effects have blanketed The Sims 2 environments with a magical new look that rivals any PC experience available today."

KEY FEATURES

Enhanced Visual Effects--Dramatic and detailed weather effects bring a brand new visual experience to The Sims 2 universe! Snowstorms, thundershowers, lightning bolts and deadly hailstones, all spectacularly rendered to occur in both existing and new The Sims 2 neighborhoods!

Share New activities--New group activities in every season for your Sims, their family and friends! Build snowmen, splash in the pool, play catch, go ice skating, and more.

Reap the Fruits of Your Sims' Labors--Harvest fruits and veggies all year round and blend love potions, energy drinks, health boosters and more.

Benefit from Each Season--Each season impacts your Sims' relationships, moods, and more!

Dress for the Season--Dress your Sims in seasonal outfits like winter coats, gloves, ear muffs, raincoats, summer dresses, and more.

Master New Talents--Show off your Sims' green thumb! Join the Gardening Club and your Sims may be rewarded with Simoleons or a wishing well! Catch fresh Fish to grill on the barbeque--but beware unexpected catches!

Explore 6 New Careers--Do your Sims yearn to be an adventurer or gamer? Perhaps they'd rather explore music, law, journalism, or education? Fun reward objects like the Heavy Metal Guitar await your Sims with each new career path.

Product Specifications

Publisher: Electronic Arts
Developer: Electronic Arts Redwood Shores
Ship Date: February 27th, 2006 (NA):
 -- PC expansion pack(1)
Category: Simulation/Strategy
ESRB Rating: "T" (Teen)

(1) Requires The Sims(TM) 2, The Sims(TM) 2 Special DVD Edition, or
The Sims(TM) 2 Holiday Edition for PC to play.

About The Sims™

The Sims franchise celebrated its fifth anniversary in February. The game skyrocketed to the top of the charts when it began shipping to stores in February 2000 and quickly become 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 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>.

Electronic Arts, EA, EA SPORTS, EA SPORTS BIG, POGO and The Sims are trademarks or registered trademarks of Electronic Arts Inc. in the U.S. and/or other countries. All Rights Reserved. All other trademarks are the property of their respective owners.

CONTACT: Electronic Arts
Tiffany Spencer, 650-628-9193
Senior Manager, Public Relations
tspencer@ea.com
Amanda Taggart, 650-628-2729
Publicist, Public Relations
ataggart@ea.com

SOURCE: Electronic Arts Inc.