



EA Announces The Sims Pet Stories Hits Store Shelves Today

Video Game Product Line Delivers Entertaining Story-Driven Experiences Tailored Especially for Casual Laptop Play

REDWOOD CITY, Calif.--(BUSINESS WIRE)--June 15, 2007--Electronic Arts Inc. (NASDAQ:ERTS) announced today that The Sims™ Pet Stories for the PC has arrived on retail shelves. Featuring engaging characters and easy-to-play storylines that are sure to entertain both new and experienced players, The Sims Pet Stories is the latest game from The Sims Stories, a series of casual laptop games from EA's The Sims franchise. The Sims Stories line allows fans to get creative and stay connected by keeping in touch with friends by using IM and email -- even playing the game in its own window!

Based on The Sims 2 Pets, which has sold more than 5 million units worldwide, The Sims Pet Stories is the second release in The Sims Stories product line. Featuring an easy-to-play, directed Story Mode, fans can play two uniquely different stories that follow the lives of Alice and Stephen, two exciting characters who learn, for better or worse, that pets truly have personalities of their own!

A comedic plot centered on engaging characters guides players through twelve chapters of each story. Players can take their Sims through unique and entertaining storylines filled with humor, mischief and heroic twists. Play Alice, who is about to have her home re-posessed by the rich and ruthless land owner, Diane DeBore. Will her dog, Sam, come through and win not only the local Dog Show, but also the cash prize that will save their home? Consider the alternative, how will Stephen, the highly-predictable executive chef, react when his bachelor life is turned upside down by his cousin's spoiled cat, Diva? Players can discover these answers and more, or enjoy classic open-ended Sims gameplay.

"The Sims Pet Stories is a wonderful way to enjoy a good long fiction over the summer," said Rod Humble, Vice President Head of Studio for The Sims Division. "What makes The Sims Pet Stories so enjoyable is that it also comes with the full Sims experience as well, so you can enjoy the deep plot of the original game and then play the characters lives afterwards, go off on your own path at any time or simply make up your own Sims and live a life in the game. The game is also tailored to run well on laptops so it makes the ideal beach or vacation experience!"

An entertainment phenomenon, The Sims games have been translated into 22 languages and sold more than 90M 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.

Designed for casual laptop play, The Sims Stories are accessible and fun for everyone.

The Sims Stories line of products -- all of which are rated T (Teen) -- are standalone entertainment experiences that do not require companion games from The Sims library -- just load onto your laptop or desktop and play! The Sims Life Stories launched in February 2007 and The Sims Castaway Stories is scheduled to ship in winter 2008.

About The Sims™ Pet Stories

The Sims Pet Stories is the second release in an all-new product line, The Sims Stories. Play through all the great moments of your Sim's life in this easy-to-play game designed especially for casual laptop play. Also Coming Soon to The Sims Stories line in winter of 2008: The Sims Castaway Stories allows players to make a new life for their Sims in an unexplored 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 controls that allow 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 video game

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 2007, EA posted revenue of \$3.09 billion and had 24 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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