



EA Ships MySims to Retail Shelves

Created Especially for the Wii and Nintendo DS Platforms, MySims Allows Players to Build a Town, Grow a Community and Discover a World of Their Own

REDWOOD CITY, Calif.--(BUSINESS WIRE)--Sept. 18, 2007--Electronic Arts Inc., (NASDAQ:ERTS) today announced that MySims™, the first game in a revolutionary new product line from the developers of the blockbuster franchise, The Sims™, has shipped to retail shelves across North America. Designed especially for the Wii™ and Nintendo DS™ platforms, MySims allows players to build a town, grow a community and discover a world of their own!

"MySims gives players the ability to unleash their creativity in every aspect of the game -- from characters with wacky hairstyles and cool new clothing to the entire town including houses and everything within them," said Studio Head of The Sims Label, Rod Humble. "MySims is a wonderful little world that people can enter, enjoy, and explore at their own pace changing it to their own desires."

MySims introduces a charming cast of whimsical characters while delivering the creativity, customization and classic open-ended gameplay that has enchanted The Sims players worldwide. Players begin by creating their own toy-like MySims character that reflects their personal style and attitudes. From bow-ties and baseball caps to sunglasses and braces, the options are endless and the style is unlike any The Sims game to date. By unlocking the latest trends, hairstyles and accessories, players explore the game's incredible depth of customization and expression... and the characters are just the beginning!

After creating a unique MySims character, players will help turn a rundown town into a thriving one by building and customizing objects with the easy and fun-to-use Wii and Nintendo DS controls. From one-of-a-kind homes and thriving businesses to amusing furniture and more, fans can personalize their creations with customizable skins, patterns, and unique themes. Each completed task will help the town thrive, so what each player makes... makes all the difference!

As fans explore and build up their town, they'll begin to attract new characters, like DJ Candy Supergroove -- the town's hippest disc jockey who likes to spin music and deck out her home in the coolest new fashions. Or cook up a slice with the famous Italian chef -- Gino Delizioso -- the best pizza maker in town! Each of the 60 unique characters bring knowledge and a fresh new experience to the town, and it's up to each player who moves in and who moves out, proving there's never a dull moment in the MySims community!

MySims is rated "E" for Everyone by the ESRB with descriptors for Comic Mischief, Mild Cartoon Violence, and Gambling and will ship the Wii and Nintendo DS versions in North America on September 18th and in Europe on September 14th. The Wii version ships in Japan on September 27th, Nintendo DS version in Winter 2007. For more information on MySims, or to check out the brand-new Sushi Chef Minigame, please visit: <http://mysims.ea.com/>.

Product Specifications

Publisher: Electronic Arts

Developer: Electronic Arts Redwood Shores

Ship Date: September 18th, 2007 (NA)

Category: Simulation/Strategy

ESRB: Rating:"E" (Everyone)

PEGI: 3+

About The Sims

The Sims franchise celebrates an impressive 90 million units sold life-to-date since its inception with The Sims launch in February 2000. Translated into 22 different languages over the past seven years, The Sims franchise has quickly become a universal gaming and cultural phenomenon. For the latest information about The Sims franchise, please visit <http://www.thesims.com>. To check out the hottest The Sims 2 creations made by our community members, please visit <http://www.thesims2.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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