



EA Announces The Sims On Stage - A New Entertainment, Community and Performance Platform From The Sims Label

Experience the Ultimate Online Destination for Performance and Creative Expression with The Sims and Find Your 15 Minutes of Fame!

REDWOOD CITY, Calif., Sep 05, 2007 (BUSINESS WIRE) -- Today, Electronic Arts Inc. (NASDAQ:ERTS) announced the beta launch of The Sims™ On Stage, an interactive online playground that allows anyone with a standard PC or Mac™ and broadband connection to unleash their inner creativity! By visiting www.thesimsonstage.com, people can immediately and free-of-charge start recording karaoke songs, stories, comedy routines and more. The site offers incredibly fun and accessible tools that make it easy to watch, create and share recordings with just a few close friends, The Sims On Stage community, or the entire world online. Bringing together elements of performance, humor and community, The Sims On Stage is the perfect destination for people to express their creativity - and enjoy the talent and imagination of others!

"The Sims has long had one of the largest, friendliest and most creative communities in the world. With the release of The Sims On Stage, we welcome a new kind of customer to our way of having fun," said Studio Head of The Sims Label, Rod Humble. "The world of interactive entertainment is now broader than ever thanks to new web-based technologies, and we are thrilled to give you a new way of having fun with The Sims On Stage."

The Sims On Stage will also feature an easy-to-use Movie Mashup that will allow members to create original movies featuring The Sims content made available exclusively to members of The Sims On Stage community. Looking for your 15 minutes of fame? The Sims On Stage spotlight shines on thousands of well-known rock, pop and country songs available to karaoke fans at launch, making it easy to record and share your favorite ditty! And if singing is not your thing, take a shot at Open-Mic Recordings and share your favorite performances -- from spoken word and comedy routines, to knock-knock jokes and more!

Keep recordings private or make them public for the world to see! With one click of the mouse, The Sims On Stage members can easily upload their recordings onto blogs, social networking sites and more. Plug in your microphone, grab your webcam and record away!

Launching today in English, The Sims On Stage is an entertainment and performance destination based on the online karaoke community, SingShot Media that was acquired by Electronic Arts in February 2007. Please visit www.thesimsonstage.com for more details, and to experience the fun firsthand!

About The Sims

The Sims franchise celebrates an impressive 90 million units sold life-to-date since it's 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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