



EA Ships The Sims 2 Castaway to Retail Shelves Today

For the First Time Ever, Your Sims Can Survive and Thrive on an Uncharted Island

REDWOOD CITY, Calif.--(BUSINESS WIRE)--Oct. 23, 2007--Today Electronic Arts (NASDAQ:ERTS) announced that the company has shipped The Sims™ 2 Castaway for the Wii™, the Nintendo DS™, the PlayStation®2 computer entertainment system and the PSP® (PlayStation®Portable) system to retail stores across North America and Europe. New and old fans of The Sims™ will now be able to leave the urban jungle for an uncharted island filled with sandy beaches, green lagoons, explosive volcanic mountains and more! Will your Sims choose to survive and thrive on a tropical island or begin planning their escape back to civilization? The choice is yours in The Sims 2 Castaway!

As The Sims 2 Castaway begins, players will have the opportunity to create a crew of Sims. And in true Sims fashion, each character brings a unique skill, humor and quirkiness to the crew, promising an entertaining adventure in this new island environment! Upon setting sail, a storm quickly approaches casting your Sims overboard on a beautiful beach all alone. Having no other items but the shirt on his back, your Sim will embark on a tropical journey, choosing to either subsist on the beautiful island or flee altogether. Will your Sim choose to reunite with the crew and enlist the help of clever monkeys to make a flourishing community with the Musician, Doctor, Park Ranger and more? Or will they follow the treasure map island to island in search of clues that will eventually lead them to freedom? How your Sims survive, or thrive, is up to you.

Studio Head of The Sims Label, Rod Humble, said, "Whether you're spending hours collecting resources to build the ultimate island hut, or passing time taming wild boars with your crew, there is a new adventure for all types of players this holiday season in The Sims 2 Castaway. The gameplay is magnificently tailored to each of the four platforms - we can't wait to see how players are going to help their Sims survive and thrive on this beautiful, uncharted island."

Regardless of their destiny, your Sims will explore a variety of new environments, from lush green jungles and dark spooky caves to forbidden plains and more! In addition to new environments, Nintendo DS players will also hone their Sims survival skills such as spear fishing, fire starting and bug squashing in one of the six fun mini-games. Whether your Sims are collecting unusual shells for crew members, crafting furniture out of palm leaves or creating dry shelter out of bamboo, what you build and collect makes all the difference!

The Sims 2 Castaway ships today on the Wii, Nintendo DS, PlayStation2 and the PSP to retail stores across North America and Europe. For more information - and to check out the hilarious, recently-launched webisodes - please visit The Sims 2 Castaway website at www.foundthesims.com

Product Specifications

Publisher: Electronic Arts

Developer: Electronic Arts Redwood Shores

Ship Date: US: October 22, 2007

Europe: October 19, 2007

Japan: January 2008 (Only on Nintendo DS)

Category: Simulation/Strategy

ESRB Rating: Wii: T for Teen with descriptors for Crude Humor, Mild Violence and Suggestive Themes

PlayStation 2: T for Teen with descriptors for Crude Humor, Mild Violence and Suggestive Themes

Nintendo DS: E for Everyone with descriptors for

Animated Blood and Comic Mischief

PSP: E10+ for Everyone 10 and older with descriptors for Crude Humor, Mild Violence and Suggestive Themes

PEGI Rating: 12+ for Violence

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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