The Sims 2 Teen Style Stuff Introduces Must-Have Stuff for Your Teen Sims to Express Their Own Style!

EA Launches First-Ever Stuff Pack Expressly for Teen Sims Introducing New Fashions, Furniture, Gadgets, and Decor Items

REDWOOD CITY, Calif.--(BUSINESS WIRE)--Nov. 14, 2007--For the first time, Electronic Arts (NASDAQ: ERTS) has brought The Sims™ players a stuff pack with the exclusive intent of giving their teen Sims everything they need to express their unique style! The Sims 2 Teen Style Stuff(1), now on store shelves, lets your teen Sims define their own space while showing some attitude with all-new, unique furniture, decor items, fashions and more! Whether your teen Sims identify as "Goth," "Thrasher" or "Socialite," there are plenty of new ways for them for them to express their true selves by the way they dress or the way they decorate their rooms inside The Sims 2 Teen Style Stuff!

With The Sims 2 Teen Style Stuff, players can give their teen Sims a new stereo, TV, and other gadgets to keep them up to date and in touch with their friends. Make sure your Sims are always sporting the latest teen fashions including track suits, designer jeans, and yoga outfits. Let your young Sims express themselves in ways only teenagers can! In addition, The Sims 2 Teen Style Stuff is the first stuff pack to feature a The Sims contest winner! A fan with the username Nessabop was the grand prize winner of The Sims 2 Seasons Simlish Karaoke Contest, which pitted fans of The Sims 2 and The Sims On Stage against each other in an online karaoke contest. The challenge was to sing the song 'Smile', originally recorded by Capitol Records artist Lily Allen. The top two finalists were chosen by Lily Allen herself. The grand prize winner was given the opportunity to record The Sims 2 song 'Chocolate' at EA Headquarters! Nessabop's version of 'Chocolate' is featured in The Sims 2 Teen Style Stuff and is available for download at TheSims2.com!

KEY FEATURES

Dress to Express: Give your teen Sims new outfits that truly express their personalities, from activewear for the skateboarding, surfing "thrasher" to the latest trends for the "socialite" or some more unique wear for the "goth" of the family!

Private Spaces or Party Spaces: All teens want their own room that is a place where they can be happy when they want to get away from it all, or a place where all of their friends can hang out. From elite furniture like a "Fit for Royalty" bed to the more laid-back look of a cool "Fluffy Rocker" to a "Tall and Terrible" armoire for a darker dominion, there's something here to make everyone feel right at home.

Tech-Savvy Teens: Teens today spend their time playing with technology, and your teen Sims should be no different, so here you can find computers, music players and all types of gadgets and electronics for your Sims to stay as current as you do!

```
Product Specifications
-----------------------------------------------------------------------
     Publisher:               Electronic Arts
     Developer:               Electronic Arts Redwood Shores
     Ship Date:               US/Europe: November 6, 2007
                                        -- PC
     Category:                Simulation/Strategy
     ESRB Rating:             T
     PEGI Rating:             12+
```

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

About The Sims

The Sims franchise celebrated its seventh anniversary in February. The game skyrocketed to the top of the charts when it began shipping to stores in February 2000 and quickly became a 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 22 different languages, The Sims has inspired seven top selling expansion packs. please confirm accuracy of this statement. 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 13M 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, The Sims 2 Pets shipped in October 2006 and The Sims 2 Seasons shipped in February 2007. Combined sales for the franchise are approximately 90M 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 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.

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 other trademarks are the properties of their respective owners.

CONTACT: Electronic Arts Inc.
Amanda Taggart, 650-628-2729
Sr. Publicist, EA
ataggart@ea.com
or
fortyseven communications
Sibel Sunar / Brian Rubin, 323-658-1200
sibel@fortyseven.com / brian@fortyseven.com

SOURCE: Electronic Arts Inc.