SimCity Societies Ships to Retailers, Turning PC Gamers Everywhere into Shapers of Cultures

The Latest Installment to PC Gaming's Popular Series -- SimCity™ -- Arrives with the Ability to Mold a City's Social Behaviors

REDWOOD CITY, Calif.--(BUSINESS WIRE)--Nov. 13, 2007--Electronic Arts Inc. (NASDAQ:ERTS) has shipped SimCity Societies™, the newest edition of the top selling PC franchise, SimCity™, to stores across North America, Asia, Australia and Europe today. A version of the game is also available for mobile platforms.

In SimCity Societies, players construct not only the cities they desire, but mold their cultures, societal tendencies and environments as well. They can build artistic cities, authoritarian dictatorships, spiritual communities and many more. With this accessible, innovative and versatile city-builder, players can create the city of their dreams, or their nightmares.

"We are delighted to release this innovative new version of SimCity which focuses on relaxing game-play and creativity," said Studio Head of The Sims Label, Rod Humble. "Players can create any city they desire with a variety of buildings, cultures, environments and societal behaviors. With all of these options to choose from, SimCity Societies is the most flexible city building game ever!"

With more than 500 buildings and decorative objects to place, the possibilities are almost limitless. A revolutionary feature set allows gamers to effortlessly combine buildings that produce or rely upon a particular societal value -- a special kind of resource. How players mix and match these resources -- productivity, prosperity, authority, knowledge, spirituality, or creativity -- determines the social energy of their city.

Will the city be happy and creative, spiritual and knowledgeable or obedient and fearful? Its fate is in the player's hands! From futuristic metropolises and fantastical haunted cities to obedient Orwellian states and devout contemplative towns -- what to combine and connect is up to the creator.

SimCity Societies will also be available for mobile phones starting later this month. Like the PC game, the mobile version allows players to not only construct the cities they desire, but also create unique cultures, societal behaviors and environments. SimCity Societies for cell phones welcomes new players to the SimCity franchise with casual 'on-the-go' gameplay perfectly suited for mobile. For SimCity fans they will find that the true benefit is in the game's depth and the complexity to maximize the efficiency of their city.

The SimCity franchise is one of the most popular PC gaming franchises in history, having sold more than 18 million games worldwide to date since the SimCity launch in 1989. Subsequent base game releases include SimCity 2000™ (1989), SimCity 3000™ (1989) and SimCity 4 (2003). SimCity Societies is being published by Electronic Arts and developed by Tilted Mill Entertainment. It is rated "E10+" by the ESRB and has a MSRP of $49.99.

About the SimCity™ Franchise

Pursuing a lifelong fascination with simulations, legendary game designer Will Wright and his team at Maxis created the original SimCity in 1989. Critically acclaimed, it garnered dozens of awards and sold millions of copies both domestically and internationally. SimCity 2000™ followed in 1993. SimCity 3000™, released in 1999, became the #1 selling PC game that year. SimCity 3000 and SimCity 3000 Unlimited, an enhanced version released in 2000, combined have sold nearly 5 million units worldwide. EA shipped SimCity 4 Rush Hour and SimCity 4 Deluxe Edition in 2003.

About Tilted Mill Entertainment

Tilted Mill Entertainment, Inc. (www.tiltedmill.com) was formed in 2001 by a team of veteran game developers. The elite Boston area studio combines innovative gameplay with the latest cutting edge technologies to create original strategy games and simulations.

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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