



EA Announces The Sims Castaway Stories Hits Store Shelves Today

Help Your Sim Survive and Thrive on a Tropical Island in This Casual Laptop Game

REDWOOD CITY, Calif.--(BUSINESS WIRE)--Feb. 6, 2008--Electronic Arts Inc. (NASDAQ:ERTS) announced today that The Sims™ Castaway Stories for the PC is on store shelves across the U.S. and Europe. Featuring engaging characters and accessible storylines, The Sims Castaway Stories is sure to entertain both new and experienced players of The Sims. For the first time ever on the PC, your Sim can leave the urban jungle for an uncharted island filled with sandy beaches, green lagoons, explosive volcanic mountains and more!

The Sims Castaway Stories is the third game from The Sims Stories, a series of pick-up and play laptop games from EA's The Sims franchise. The Sims Stories allows fans to get creative and stay connected by keeping in touch with friends by using IM and email - even while playing the game in its own window! Following the theme of the wildly-entertaining The Sims 2 Castaway, which became available on consoles and handhelds last year, The Sims Castaway Stories features an easy-to-play, directed Story Mode that allows fans to help their Sim survive and thrive on a tropical island.

As The Sims Castaway Stories begins, players will meet Jessica, a Sim who washes ashore with only a steamer trunk and a hatchet to her name. With nothing more than orangutans, lagoons and fish in sight, Jessica embarks on her tropical journey and must choose to either survive or escape. While on the island, Jessica will meet natives and castaways in hopes of creating a flourishing community. To do this she must accomplish various tasks - from spear fishing and scavenger hunting to fire starting and more!

"We're very excited to bring the rich, beautifully tropical environments to players with The Sims Castaway Stories. Whether you're roaming around the lush green jungles in search of the perfect coconut, or taking an ocean dip in search of your next meal, The Sims Castaway Stories is the perfect way to experience island life on your laptop," said Rod Humble, Head of The Sims Studio. "Available for the first time on the PC, The Sims Castaway Stories also comes with the traditional open-ended The Sims gameplay, so you can continue following the life your Sim has created!"

The Sims Stories line of products - all of which are rated T (Teen) by the ESRB - are standalone entertainment experiences that do not require companion games from The Sims library - just load onto your laptop or desktop and play. The Sims Castaway Stories washes ashore today!

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, 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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