



EA Announces The Sims 2 Double Deluxe and The Sims 2 Kitchen and Bath Interior Design Stuff

Join The Sims Phenomenon With The Sims 2 Double Deluxe and Further Enrich Your Gameplay Experience With The Sims 2 Kitchen and Bath Interior Design Stuff

REDWOOD CITY, Calif.--(BUSINESS WIRE)--March 6, 2008--Electronic Arts Inc. (NASDAQ:ERTS) today announced The Sims™ 2 Double Deluxe and The Sims 2 Kitchen and Bath Interior Design Stuff, two brand new titles from The Sims studio scheduled to launch in April.

The Sims 2 Double Deluxe is the perfect way to get introduced to The Sims -- the unique video game franchise turned global phenomenon that has sold more than 98 million copies to date. New fans will enjoy the fun and creativity of The Sims 2 in The Sims 2 Double Deluxe by building houses, forming neighborhoods - even creating unique Sims characters! Will your Sims experience the rewards of a life well lived? Or will you choose to neglect their needs, indulge their fears, and see what happens? As your Sims' family grows, you'll see them pass on genes from one generation to the next, creating the ultimate family dynasty!

For the value price of MSRP \$29.99 USD, The Sims 2 Double Deluxe also contains The Sims 2 Nightlife Expansion Pack, The Sims 2 Celebration Stuff Pack and a bonus DVD. Whether your Sims are hitting downtown hotspots for an epic night out in The Sims 2 Nightlife, or planning the ultimate social event of the season in The Sims 2 Celebration Stuff, these additions are sure to layer hours of endless entertainment into your gameplay experience!

"The Sims 2 Double Deluxe is the perfect box set of games to welcome players into the entertaining world of The Sims. From disco-hopping in The Sims 2 Nightlife to party planning in The Sims 2 Celebration Stuff, The Sims 2 Double Deluxe is not only a great value, but it gives players a taste at how diverse, unique and fun The Sims can be," said Rod Humble, Head of The Sims Studio. "For those who want to unleash the interior designer within, The Sims 2 Kitchen and Bath Interior Design Stuff gives players all the items they need to create the kitchens and bathrooms of their dreams."

Also available next month is The Sims 2 Kitchen and Bath Interior Design Stuff - the latest Stuff Pack in The Sims 2 series that gives both current and new players all the items they need to unleash their inner interior designer. Want to transform that boring bathroom into a romantic getaway, filled with charming bathtubs, calming lighting fixtures and beautiful basin sinks? Eager to build the kitchen of your dreams, filled with sleek appliances on granite countertops or romantic natural wood cabinets next to wrought iron stoves? Whatever your style, The Sims 2 Kitchen and Bath Interior Design Stuff can help your Sims design the kitchens and bathrooms of their dreams with a variety of new furniture, decor, and outfits!

The Sims 2 Double Deluxe and The Sims 2 Kitchen and Bath Interior Design Stuff will ship to retailers across the U.S. and Europe on April 15, 2008. Both titles are rated T for "Teen" with descriptors of Crude Humor, Sexual Themes and Violence by the ESRB. The Sims 2 Double Deluxe is available for MSRP \$29.99 USD. The Sims 2 Kitchen and Bath Interior Design Stuff can be purchased for MSRP \$19.99 USD.

About The Sims

The Sims franchise celebrates an impressive 98 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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