



The Sims Announces The Sims 2 IKEA Home Stuff Coming in June

New Content From The Sims Provides A Selection Of Must-Have Items For Your Sims' Home From IKEA

REDWOOD CITY, Calif.--(BUSINESS WIRE)--May 15, 2008--The Sims™, an Electronic Arts Inc. (NASDAQ: ERTS) Label, today announced details for The Sims™ 2 IKEA® Home Stuff. The latest new content for The Sims 2 brings a selection of must-have items from IKEA to key living spaces in your Sims' home focused on the bedroom, the living room and the home office. Now you can give your Sims' home a makeover with new furniture and decor based on stylish designs by IKEA! The Sims 2 IKEA Home Stuff Pack ships to retailers everywhere on June 23 in North America, June 27 in Europe and June 20 across the Asia-Pacific regions.

Whether you want to create a trendy, spacious home office, a chic living room, or a cozy and inviting bedroom, with the new The Sims 2 IKEA Home Stuff, you can make your Sims' dream home truly special. Design your Sims' rooms to fit their personalities with all-new sofas, beds, tables, a TV unit, shelving and more in a variety of colors and patterns for a truly customized look. You can even add the finishing touches with popular IKEA wall art, mirrors, lighting options and vases. Be your Sims' interior designer with inspiring, contemporary styles from IKEA!

"The Sims is thrilled to collaborate with IKEA for more customization of your Sims' homes, adding fun and inspirational design options for the bedroom, living room and home office," said Rod Humble, Head of The Sims Studio. "This new content will certainly contribute to the players' ability to make their Sims' dream home. The Sims 2 IKEA Home Stuff will expand creative opportunities and that is what The Sims is all about. Home is central to the experience of your Sims and with IKEA additions, it's sure to be the most inviting place in the neighborhood."

Turn your Sims' living room into a haven of comfort and relaxation with a plush EKTORP sofa, a unique EXPEDIT TV unit, a complementing LEKSVIK coffee table and chic decor like the VANNA mirror. Create a revitalizing space in the bedroom, your Sims' most intimate place at home with a new MALM bed, matching chest of drawers, a shapely Storm floor lamp and a bright red IKEA PS rug.

For those Sims who might work at home, indulge them with an office that is sure to promote an environment dedicated to productivity. Decorate with an elegant VIKA HYTTAN table, inspiring KILA lamp, bold HELMER drawer unit and LACK zigzag wallshelf.

These are just a few of the items from The Sims 2 IKEA Home Stuff that can be integrated into your Sims' living space.

"Players of The Sims have asked for IKEA by name, and if you look at the living spaces they design, it reflects the style of IKEA," said Steve Seabolt, Vice President Global Brand Development for The Sims. "We are pleased to collaborate with IKEA and we know players of The Sims will be excited to add IKEA content for their Sims' homes."

Seabolt added, "The IKEA collaboration with The Sims echoes the desire of players to see real-world brands and products for which they have affinity integrated into gameplay. The Sims' successful collaborations with Ford and H&M prove this to be a great and enjoyable experience for the player."

The Sims™ 2 IKEA® Home Stuff will be available for \$19.99 USD in North America and EUR 14.99 EUR in countries across Europe.

Product Specifications

Publisher: Electronic Arts
Developer: Electronic Arts Redwood Shores
Platform: PC / PC Expansion Pack(1)
Ship Date: US: June 23, 2008 and Europe: June 27, 2008
Category: Simulation/Strategy
ESRB Rating: T for Teen with descriptors of Crude Humor, Sexual

Themes, Violence

PEGI Rating: 12+

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

About The Sims Franchise

The Sims franchise celebrates an impressive over 100 million units sold since its launch in February 2000. Now translated into 22 different languages in 60 different countries, The Sims has quickly become a universal gaming and cultural phenomenon. For the latest information about The Sims and to check out the hottest creations for The Sims 2 made by our community members, please visit www.thesims2.com. To stay up-to-date on The Sims 3 news and information, check out www.thesims3.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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