



## **The Sims Announces MySims Kingdom, the Next Experience in the Popular MySims Franchise, Coming in Fall 2008**

### **Create Your Story Of Adventure To Make The Kingdom Great With New Characters, Contraptions And Unique Lands**

REDWOOD CITY, Calif.--(BUSINESS WIRE)--May 14, 2008--The Sims™, an Electronic Arts Inc. (NASDAQ:ERTS) Label, today announced the first details for MySims™ Kingdom, the next experience from the creators of MySims™. Launching exclusively on the Wii™ and Nintendo DS™ platforms, MySims Kingdom sets you on a story of adventure, discovery and exploration to help King Roland and his subjects revitalize the Kingdom. Launching globally in Fall 2008, MySims Kingdom for the Wii and Nintendo DS puts the creativity in your hands to make the Kingdom something to behold!

#### **MySims Kingdom for the Wii**

King Roland needs your help to make the Kingdom a better place. Throughout this tale to bring the Kingdom back to its former glory, you must help new and old friends alike, discover new lands and build to the limit of your imagination.

Your MySims Kingdom experience begins in The Capital, the majestic land at the center of your adventure. After you have met an initial cast of characters including King Roland, Princess Butter, and your constant companions Buddy and Lyndsay, you can venture beyond The Capital. Find out more of what awaits you, and then get in your boat to sail to many more lands on the horizon!

Throughout your journey new characters, lands, and clever new contraptions will be revealed. Construct and do everything from tending your pigs to finding treasure chests. Newly-added building options will help you accomplish the tasks you're challenged with along the way. In true MySims fashion, everything is customizable, allowing every creation within your world to have a signature look.

There is a lot more to discover in regions beyond The Capital, so stay tuned for more characters, contraptions and lands that are yet to be revealed!

#### **MySims Kingdom for Nintendo DS**

Take the Kingdom with you! MySims Kingdom on Nintendo DS adds a new chapter to the saga, challenging you to help the King thwart the plans of evil in a far flung corner of the Kingdom. Many new activities and mini-games are included to help you persuade the King that your island is the ultimate royal destination.

"MySims has been met with such enthusiasm by players and families everywhere, we are excited to make MySims its own franchise within The Sims Label," said Rod Humble, Head of Studio for The Sims Label. "MySims Kingdom has players helping King Roland and his subjects make the MySims world a better place by completing rewarding quests, building houses, bridges or even making contraptions powered by electricity or water. And MySims Kingdom on Nintendo DS, adds many new activities such as kayaking, ski jumping, populating the town zoo and many others!"

Since its launch in September 2007, MySims quickly rose to global success and is loved by players everywhere, having sold 2.8 million copies worldwide to date. The second installment in the franchise, MySims Kingdom, will hit retail shelves across North America, Europe and Asia in Fall of 2008. For more information on MySims, please visit [www.mysims.com](http://www.mysims.com).

Get ready to embark on your own story-telling journey of discovery and exploration in MySims Kingdom this fall.

#### **Product Specifications**

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Publisher:                      Electronic Arts  
Developer:                     Electronic Arts Redwood Shores

Platform: Wii/Nintendo DS  
Ship Date: Worldwide: Fall 2008  
Category: Simulation/Strategy  
ESRB Rating: This game has not been rated  
PEGI Rating: This game has not been rated

### 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](http://www.thesims2.com). To stay up-to-date on The Sims 3 news and information, check out [www.thesims3.com](http://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 Freestyle™ 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](http://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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