



## The Sims Label Announces Games Destinations Website SimsCarnival.com Now in Open Beta

### Play, Create and Share Games Of All Kinds!

REDWOOD CITY, Calif., Jun 17, 2008 (BUSINESS WIRE) -- The Sims(TM), an Electronic Arts Inc. (NASDAQ: ERTS) <http://www.SimsCarnival.com> with added content, features and new game creation options. This games destination website has hundreds of games of all kinds and creators are adding more every day. There is bound to be a game that you love -- and if not, you can make it! Since its inception in February 2008, SimsCarnival.com has built an active online community where nearly 1 in 4 visitors during Closed Beta have created and published their own games. The tools provided at the site empower players to become game creators at any programming skill level, from novice to Flash developers.

#### Play

With hundreds of unique and cool games to play, there is a game for everybody -- you won't find this selection of games anywhere else. Making games is so easy at SimsCarnival.com, so you will see new and unique games and experiences to enjoy every day. Come and check them out!

#### Create

Three tools -- The Wizard, The Swapper and The Game Creator -- are your assistants in game design. The Wizard leads you through the process of creating a game step-by-step with intuitive and fun options designed to help you make the coolest game. The Swapper lets you customize existing games - or newly made games from The Wizard - with your own selection of images, so personalizing a game is at your fingertips. With The Game Creator, and its easy-to-use library of images, animations and sounds, everyone can create cool games. You can also upload games created in Adobe(R) Flash(R) that can be viewed, played and shared with SimsCarnival.com community. Flash developers interested in uploading their games to the site should create an account at [www.SimsCarnival.com](http://www.SimsCarnival.com) and click on the "Upload" tab from any page. Flash developers will be able to retain branding and links back to their developer site, providing another way to get exposure and traffic for their games.

#### Share

At SimsCarnival.com, create lists of your favorite games, send a game by email or embed a game on social networking sites or on your personal blog. Games are now truly a social experience and one that can be shared and enjoyed by others.

#### What's New

Based on listening to player feedback, new evolutions are now available in Open Beta, including a playlist function which allows you to stitch together all your favorite games into one experience. Also, new Application Programming Interfaces (APIs) will soon be ready to use. The first Flash API will be a high-score API which will allow Flash developers to use SimsCarnival.com's High Score system, which enables daily, weekly, and all-time high scores and player emails. Flash developers interested in learning more about our programs specifically targeted for Flash developers should send an email to [SimLeaderAlpha@ea.com](mailto:SimLeaderAlpha@ea.com).

To celebrate the Open Beta, game creators are invited to participate in a game design challenge called SimsCarnival.com Galactic Game Challenge in which the winner will receive a cash prize\*. This is the first of many contests designed to attract great game creators. Start making games today!

Visit SimsCarnival.com today to enjoy games more than ever before!

\*Complete rules can be found at <http://www.SimsCarnival.com/portal/promos/galacticgamechallenge>

About The Sims(TM)

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(TM), EA(TM), EA SPORTS Freestyle (TM) and POGO(TM). In fiscal 2008, EA posted GAAP net revenue of \$3.67 billion and had 27 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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SOURCE: Electronic Arts Inc.

Bender Helper Impact

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