



MySims Brings All the Fun from the Hit Wii Game, Along with New Features, to PC Players Worldwide in October

Play and Share Online with Your Friends and Meet New MySims Characters on Your PC!

REDWOOD CITY, Calif., Jul 07, 2008 (BUSINESS WIRE) -- The Sims(TM), an Electronic Arts Inc. (NASDAQ:ERTS) Label, today announced the first details for MySims(TM), made for the PC, coming to stores in October, 2008. MySims first launched on the Wii(TM) and Nintendo DS(TM) in Fall, 2007 and has been a worldwide hit embraced by players everywhere. Now the game makes its way to the PC with new online features and new characters.

In MySims you can create original characters, build a town, grow a community and discover a world of your own. Start by personalizing the appearance of your MySims from head to toe and go on to unlock cool new items as you befriend and build relationships with your neighbors. Make your creations unique when you design your own homes, shops, restaurants and more in this fun, open-ended game. All that you need is a little creativity and some help from the locals!

Now on the PC with new online features and characters! Have fun with friends safely in a shared online game space and discover surprises and wonders in your newly created town with the MySims you love and a new cast of characters! Now in MySims, made for the PC, you can find all the fun of the first game plus new online features and all-new characters to spark your creativity. Safely chat, interact and play games like Tag and Hide-and-Seek with your online buddies. Construct buildings and create objects to use cooperatively with up to seven friends that are online with you. Like trading cards, share your creations with your friends in-game, as well as outside the game via email or instant message so that others can enjoy them in their own MySims town. The choice to play online is yours, so you can decide to play as a single-player or expand your experience by playing with friends in an online neighborhood.

"MySims, made for the PC, opens up the world of MySims for you to explore, play and share with up to seven other friends that are online with you," said Rod Humble, Head of Studio for The Sims Label. "For the first time, you can express the creativity of MySims with others in a collaborative way, as you create and live in a shared town with your friends online. With MySims, made for the PC, it's a whole new world of interaction with personalized creations, buildings and towns to share, along with furniture and other tailored creations that you and your friends can trade. Players who enjoyed MySims on the Wii and Nintendo DS will view this as a great way to connect with friends in an online PC game and those new to MySims will find this a fresh and exciting game."

In October - it's time to get your MySims out on the town!

Product Specifications

Publisher:	Electronic Arts
Platform:	PC
Ship Dates:	North America: October 27, 2008; Europe and Asia-Pacific Regions: October 24, 2008
Category:	Simulation
ESRB Rating:	This game has not been rated
PEGI Rating:	This game has not been rated

About The Sims

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(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. 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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