



SimAnimals, an All-New Franchise from the Sims Label Launches in January 2009!

Announced Today at E3, SimAnimals Establishes a Whole New Category of Wild Animal Games, Made Exclusively for the Wii and Nintendo DS

REDWOOD CITY, Calif., Jul 14, 2008 (BUSINESS WIRE) -- In a press conference today at E3, the annual Electronic Entertainment Expo, The Sims(TM), an Electronic Arts Inc. (NASDAQ:ERTS) Label announced the first details for the all-new SimAnimals(TM). This all-new franchise and original intellectual property from The Sims Label establishes a whole new category of wild animal games. Made exclusively for the Wii(TM) and the Nintendo DS(TM), SimAnimals will be available worldwide in January 2009.

Now, for the first time players can engage with the wild world of animals in their natural surroundings in an immersive and tactile way. In this game you are challenged to engage, touch, move and try to control a wide range of animals as you journey deeper and deeper into the forest. You control an on-screen animated hand that allows you to reach out and touch, pick up and move everything in the game from foxes and bears to trees and flowers. Cohabitate with these animals in their natural surroundings, and based on how you treat them, the animals will come to know and love - or dislike you! Have fun developing relationships with wild animals and their families, and experience the humor and drama of surviving in the wilderness.

"SimAnimals opens up a new world of creativity with wild animal adventure, fun and mischief," said Rod Humble, Head of Studio for The Sims Label. "For the first time in an animal game, you can reach out and touch, engage and play with a huge cast of wild animals in their natural surroundings. SimAnimals offers an immersive and tactile experience using the Wii remote and the Nintendo DS stylus that allows you to easily and intuitively become part of the wood's expressive, quirky and sometimes surprising narrative. Classic story-telling about wild animals comes to life in SimAnimals."

Wild animals abound! You will meet a host of friendly wild animals including deer, squirrels, rabbits, hedgehogs and owls. And also some mischievous characters like foxes, raccoons, badgers, crows and bears who love to stir up trouble. Get in the middle of the action as they all come together in your very own forest setting for a wild time!

Solve challenges and achieve goals throughout the game, because the animals need you to help them thrive. Discover secrets, unlock forest areas and uncover one-of-a-kind objects and wild animals, some with special abilities, by successfully completing tasks. It's survival of the fittest, as you find out who the troublemakers are and who the good guys are to make sure everyone gets along - or not!

In SimAnimals on the Wii, take up to three of your friends with you on a forest adventure in cooperative play mode! The forest, filled with exciting wildlife, is big enough for you and your pals.

And, SimAnimals is tailored for the Nintendo DS. Use the stylus to orchestrate your wild animals and their environments!

Product Specifications

Publisher:	Electronic Arts
Platform:	Wii (one to four players) and Nintendo DS (one player)
Ship Date:	Worldwide, January 2009
Category:	Simulation
ESRB Rating:	These games are not yet rated
PEGI Rating:	These games are not yet 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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