



EA Announces Upcoming Titles From the MySims Franchise

MySims Party and MySims Racing for the Wii and Nintendo DS Set to Release in 2009

REDWOOD CITY, Calif., Jan 07, 2009 (BUSINESS WIRE) --

Electronic Arts Inc. (NASDAQ:ERTS), today announced the next two titles to be released within the *MySims(TM)* Franchise. *MySims(TM) Party* and *MySims(TM) Racing*, available for the Wii(TM) and Nintendo DS(TM), will release in 2009.

"When we created the MySims world, we believed that the MySims characters could be part of a variety of different gaming experiences. We are thrilled to bring *MySims Party* and *MySims Racing* to fans and new players alike," said Tim LeTourneau, Executive in Charge of Production for *MySims*. "We've had great success with *MySims*, with both the original game and this fall's *MySims Kingdom*. Players have really connected with the characters and now we are giving them two completely new and exciting experiences. We believe that *MySims Party* and *MySims Racing*, are great ways to couple the creativity and humor players love about the franchise with great multi-player arcade gameplay."

***MySims Party* for the Wii**

MySims Party turns any gathering into an instant party with 50 mini games to choose from, each hosted by a different MySim. You and your friends have the chance to Stick the Trick in the extreme snowboarding mini game, outrun a robot in Robo Assault or shake your groove thing with DJ Candy during the Go Go Dancing challenge. Each MySim character brings a unique combination of skill to the mission, with differing levels of endurance, speed and luck giving you the option to choose the best MySim for the task. You can play mini games one right after the other, or you and your friends can compete in a themed festival such as food, music or sports that offers multiple mini games.

***MySims Party* for the Nintendo DS**

Take the mini games with you! *MySims Party* for the Nintendo DS offers 40 mini games to choose from. These games, specific for the DS, offer hours of entertainment. You can dig up dinosaur fossils during Excavate-a-Saurus, join Goth Boy on a first person shooter mission during Haunted Hunted or rock out with Air-Guitar-Star!

***MySims Racing* for the Wii**

Race to the finish line in *MySims Racing*! Face a variety of tricky MySim opponents on a huge variety of exotic tracks! Take on up to three friends in intense multiplayer racing. During your race, find awesome power-ups such as the heat-seeking jack-o-lantern pumpkin or a bubble dropper that can help you wreck the competition. There are nearly endless customization options so that your car reflects your high-gear personality. You can swap bodies, change paint jobs and add tons of accessories. Not only can you change the look of your car, you can also improve power, acceleration and handling by mixing and matching engines, suspension and tires.

***MySims Racing* for the Nintendo DS**

Take the race with you! *MySims Racing* for the Nintendo DS allows you and up to three of your friends to race each other using local wireless or Nintendo Wi-Fi.

MySims Party and *MySims Racing* were developed at The Sims Studio. *MySims Party* is rated E for Everyone by the ESRB, 3+ by PEGI, and has an MSRP of \$39.99 for the Wii version and \$29.99 for the Nintendo DS. *MySims Racing* has not yet been rated. For more information please visit www.mysims.com. For assets, please visit www.info.ea.com.

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. For information about the *MySims* franchise, visit www.mysims.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 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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