



## SimAnimals for the Wii and Nintendo DS Ships Today

### The Brand New Title from The Sims Studio Encourages You to Run the Wild

REDWOOD CITY, Calif., Jan 21, 2009 (BUSINESS WIRE) -- Electronic Arts Inc. (NASDAQ:ERTS) shipped *SimAnimals*(TM) for the Wii(TM) and Nintendo DS(TM) to store shelves today. *SimAnimals* challenges you to engage, touch, move and try to control a wide range of wild 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.

"We are thrilled to ship *SimAnimals*, our brand new title from The Sims Studio, which we feel defines a brand new category of animal video games," said Sam Player, Executive Producer for *SimAnimals*. "*SimAnimals* utilizes the Wii remote and the Nintendo DS stylus to create an immersive and tactile experience that allows you to easily and intuitively become part of the wood's expressive, quirky and sometimes surprising action. We can't wait to see what types of stories our players are going to tell using animals instead of people as their actors."

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. Interact directly with the animals in their environment using your stylus, while your Nintendo DS microphone lets you become the wind. Blow into the mic to gather fruit from trees, spread blossoms, and see what else happens!

*SimAnimals* was developed by The Sims Studio exclusive for the Wii and Nintendo DS systems. *SimAnimals* is rated E for Everyone with a descriptor of Comic Mischievous by the ESRB, 3+ by PEGI and has an MSRP of \$49.99 for the Wii version and \$29.99 for the Nintendo DS. For more information, please visit [www.simanimals.com](http://www.simanimals.com). For assets, please visit [www.info.ea.com](http://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](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). For information about the *MySims* franchise, visit [www.mysims.com](http://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](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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