



## EA Announces New Ship Date for The Sims 3

### ***Highly-Anticipated PC Game from Best-selling PC Franchise Slated to Ship June 2, 2009***

REDWOOD CITY, Calif., Feb 03, 2009 (BUSINESS WIRE) -- Electronic Arts Inc. (NASDAQ:ERTS) today announced that *The Sims*(TM) 3, the highly-anticipated flagship game from the best-selling PC franchise, *The Sims* will launch across the PC, Mac, iPhone, iPod Touch and mobile devices summer 2009. *The Sims 3* PC will ship to store shelves worldwide starting June 2, 2009.

"*The Sims 3* is an incredible game that lets you play with life, create art and show off your creations," said Ben Bell, Executive Producer, *The Sims 3*. "In the game, players are inspired by endless creative possibilities like the new Traits and Lifetime Wish features which allow players to create Sims with real personalities and destinies. Players can then take their Sim into town to interact with other Sims in the game and capture the action on video to show off online." \*

"The June launch combined with the break-through game the team is building gives us the perfect runway to create awareness for *The Sims 3*," said Russell Arons, Vice President of Marketing for EA. "*The Sims 3* will be the original IP summer blockbuster of 2009 as we build off the success of the best-selling PC franchise of all time to create awareness with both loyal Sims fans and new players."

For more information about *The Sims 3*, please go to [www.TheSims3.com](http://www.TheSims3.com). *The Sims 3*, developed by The Sims Studio, is also in development for Mac, iPhone, iPod Touch and mobile devices. To download artwork, please visit [www.info.ea.com](http://www.info.ea.com).

\* INTERNET CONNECTION required. See product pack for details.

### **About *The Sims 3***

Get inspired by the endless creative possibilities and unexpected moments of surprise and mischief in *The Sims 3*! Customize your Sims' appearances and choose up to five traits to create individual personalities. From the "Romantic" trait or "kleptomaniac" trait to "evil" trait, create millions of unique Sims from the vast amount of personalities. New goal-oriented game play enables you to choose which short or long-term objectives you want your Sims to pursue and even determine your Sims' destinies in life. Create and edit your own movies by capturing your gameplay moments or select from a library of clips. Then join *The Sims 3* online community where you can show off all of your creations, get free bonus content, hear the latest news, and more! Download exclusive content and hear the latest news of *The Sims 3* at [www.TheSims3.com](http://www.TheSims3.com).

### **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 and available in 60 different countries, *The Sims* quickly has 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).

### **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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EA Play Label

Trudy Muller, 650-628-2926

Senior Director

[tmuller@ea.com](mailto:tmuller@ea.com)

Brooke Cahalane, 310-754-7312

Senior PR Manager

[bcahalane@ea.com](mailto:bcahalane@ea.com)

Angie Newman, 650-628-2877

PR Manager

[anewman@ea.com](mailto:anewman@ea.com)

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