



Dance, Board and Flip With Your Favorite MySims in MySims Party, Shipping This Week

MySims Party Provides Hours of Fun for the Whole Family on the Wii and Nintendo DS

REDWOOD CITY, Calif., Mar 09, 2009 (BUSINESS WIRE) -- EA Play Label of Electronic Arts Inc. (NASDAQ:ERTS), announced that *MySims(TM) Party* for Wii(TM) and Nintendo DS(TM) ships to retail outlets worldwide tomorrow. The next title from the *MySims* Franchise features a robust variety of fun and unique mini-games. Designed specifically for the Nintendo platforms, *MySims Party* offers something for every member of the family.

"We are very excited to deliver *MySims Party* and think that it will appeal to new and existing *MySims* fans with the engaging fun that it provides right from the start," said Tim LeTourneau, General Manager of the *MySims* Franchise. "The game capitalizes on the universal appeal and trademark humor of the *MySims* characters, but also takes the franchise in a different direction providing a new way for players to interact through great multiplayer arcade gameplay."

MySims Party for the Wii

In *MySims Party* players must pit their reflexes, strategy, smarts and speed against up to three friends in 50 different fast-paced, action-packed mini-games. Each MySim character possesses a unique combination of speed, luck, strength, and endurance, and by strategically hand picking their team of four MySims, players can gain an advantage over their opponents and crush the competition! Whether shaking their groove thing with DJ Candy in the Go Go Dancing mini-game, outrunning the giant robot in Robo-Assault or sticking the trick in the extreme snowboarding challenge, gamers will be off the couch and on their feet, because every gathering is an instant party with *MySims Party*!

MySims Party for the Nintendo DS

Now players can take the party with them anywhere! Using the stylus and touch screen, players can dig up fossils in Excavate-a-Saurus, join Goth Boy on a first-person shooter mission during Haunted Hunted, rock out with Air-Guitar-Star, and much more! With 40 different mini-games designed specifically for the Nintendo DS, there is bound to be a game for every member of the family. Additionally, using one game card, friends can wirelessly play against each other in Dream Festival Mode and Mini-game Mode.

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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