



## EA's Highly Anticipated Launch of *The Sims 3* is Here!

### *The Wait is Over--Join The New World of The Sims Today*

REDWOOD CITY, Calif., Jun 02, 2009 (BUSINESS WIRE) -- Let There Be Sims(TM)! The EA Play Label of Electronic Arts Inc. (NASDAQ:ERTS) today announced that *The Sims(TM) 3*, the next generation of the global cultural phenomenon and best-selling PC franchise of all time, is at retail nationwide and available for digital download today for the PC and Mac, and will be in stores worldwide in 60 countries and in 22 languages this week. *The Sims 3* is also available today for download from the Apple App Store for iPhone(TM) and iPod(R) touch.

"The day is here and we can't wait to see what kind of stories the players will tell, movies they'll make, homes they'll build and everything they'll share using *The Sims 3*," said Ben Bell, Executive Producer of *The Sims 3* at EA. "Now you can create any Sim you can imagine. For the first time ever, you can explore a seamless, open neighborhood and give your Sims real personality traits. Sims fans and new gamers alike will have something to love in *The Sims 3*."

In *The Sims 3* you can create lifelike Sims with a unique personality and take them anywhere in the neighborhood. The powerful Create-a-Sim tool allows you to create Sims that are more realistic than ever. Select from dozens of personality traits such as brave, artistic, kleptomaniac, clumsy, paranoid and romantic. With Create-a-Sim, you can create a limitless number of truly unique Sims. *The Sims 3* allows for infinite possibilities to design the interior and exterior of your Sims' surroundings using the Create-a-Style feature. Additionally, you can enjoy the challenge of short-term and long-term goals and then reap the rewards! Based on personality traits, skills and career choices, your Sims have short and long term Wishes that provide constant, fun challenges and so many things to do and achieve. You have the ultimate freedom to choose whether to fulfill their destiny, giving them lifetime happiness and rewards or not!

Register your copy of *The Sims 3* for PC and Mac at [www.TheSims3.com](http://www.TheSims3.com) to enjoy the robust online and community features unique to your game including an all-new town called Riverview that you can download for no additional charge once you register.\* You will also gain access to 1,000 SimPoints to purchase items from *The Sims 3* Store including exclusive outfits, hairstyles, furniture, home décor, and architectural items to customize your Sims appearance and houses in all-new ways. Visit the Store each month for new, never-seen-before themed items. Additionally, be the director of your Sims' movies by capturing clips during your gameplay, visiting the official site, and editing the soundtrack, story, and transitions, then share it with the world! These easily accessible tools inspire creativity and allow you to share your masterpieces with your friends and other players on *The Sims 3* official website, personal blogs, or any social media network. See what you can create with *The Sims 3*.

*The Sims 3* is the first *The Sims* game experience for iPhone and iPod touch. Full 3D Sims environments that take unique advantage of the innovative Multi-Touch user interface and accelerometer in the devices give players the opportunity to experience *The Sims* in a whole new way, anywhere, anytime. *The Sims 3* is available globally from Apple's App Store on iPhone and iPod touch, or at [www.itunes.com/appstore/](http://www.itunes.com/appstore/).

The game also is available for purchase, globally, from wireless carriers for feature phones. For information on carrier availability and pricing for all EA Mobile games, please visit [www.eamobile.com](http://www.eamobile.com).

For more information about *The Sims 3*, please visit [www.TheSims3.com](http://www.TheSims3.com). Developed by The Sims Studio, *The Sims 3* is rated T for Teen by the ESRB, PEGI 12+, and USK 0. The game is available now for purchase at retail and online through digital distribution at [http://eastore.ea.com/store/ea/ContentTheme/pbPage.the\\_sims3/ThemeID.718200](http://eastore.ea.com/store/ea/ContentTheme/pbPage.the_sims3/ThemeID.718200). To download artwork, please visit [www.info.ea.com](http://www.info.ea.com).

\* INTERNET CONNECTION required. See product pack or digital distribution rules for details.

### 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 new The Sims 3 official website to see what the players are creating, visit [www.TheSims3.com](http://www.TheSims3.com).

## About Electronic Arts

Electronic Arts Inc. (EA), headquartered in Redwood City, California, is a leading global interactive entertainment software company. Founded in 1982, the Company develops, publishes, and distributes interactive software worldwide for video game systems, personal computers, wireless devices and the Internet. Electronic Arts markets its products under four brand names: EA™, EA SPORTS™, EA Mobile™ and POGO™. In fiscal 2009, EA posted GAAP net revenue of \$4.2 billion and had 31 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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