



Millions Embrace The Sims 3 with Biggest Launch Week in Franchise History

More Than 1.4 Million Units Sold and 7 Million Downloads of Player Created Content Within First Week

REDWOOD CITY, Calif., Jun 09, 2009 (BUSINESS WIRE) -- Electronic Arts Inc. (NASDAQ:ERTS) today announced that the hotly anticipated *The Sims(TM)* 3, stormed retail shelves starting June 2nd and sold thru more than 1.4 million PC/Mac units within the first week making it the best-selling PC launch in EA's history. Fan intensity is evidenced through the more than 7 million downloads of player created content including: Sims, houses, stories and more. *The Sims 3*, also available for download from the Apple App Store for iPhone(TM) and iPod(R) touch, shot up to #1 paid app position on launch day and has maintained that spot since launch.

"With more than a dozen press awards, strong reviewer scores and positive feedback from *The Sims* community, we are thrilled with the success of *The Sims 3* launch and the early sales indicate that we have another hit on our hands," said Rod Humble, Head of the EA Play Label. "The volume of items created with *The Sims 3* and downloaded online is a testament to how passionate *The Sims* players are. It's their world now, we can't wait to see everything players create and share."

"*The Sims 3* for the iPhone and iPod touch soared to the number one Top Paid App position in the U.S. Apple App Store in just 18 hours of its launch and reached the number one Top Paid App position in 37 countries worldwide within two days of launch, making it EA Mobile's 3rd game launched at \$9.99 to reach the number one Top Paid App position," said Adam Sussman, VP Worldwide Publishing for EA Mobile(TM). "The game's sales success along with its strong critical acclaim demonstrates that *The Sims 3* mobile experience is a worldwide hit with our customers."

In *The Sims 3* on PC/Mac 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 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 to customize your Sims' appearance and houses in all-new ways. 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. See what you can create with *The Sims 3*.

For more information about *The Sims 3*, please visit 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 digitally at http://eastore.ea.com/store/ea/ContentTheme/pbPage.the_sims3/ThemeID.718200. *The Sims 3* is available globally from Apple's App Store on iPhone and iPod touch, or at 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. To download artwork, please visit 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.

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. 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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Photos/Multimedia Gallery Available: <http://www.businesswire.com/cgi-bin/mmg.cgi?eid=5983395&lang=en>

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