



It's a Race to the Finish Line as EA's MySims Racing Speeds Its Way onto Store Shelves This Week

Kick It Into High Gear and Go Head-To-Head With Family and Friends on the Wii and Nintendo DS

REDWOOD CITY, Calif., Jun 11, 2009 (BUSINESS WIRE) -- It's time to rev up the engines and race into an all-new adventure with the *MySims(TM)*! The EA Play Label of Electronic Arts Inc. (NASDAQ:ERTS) announced today that *MySims Racing* for the Wii(TM) and Nintendo DS(TM) zooms into retail outlets this week. The latest title in the popular *MySims* franchise starts players as wannabe speedsters and after working their way up the ranks, it is time for them to burn rubber against the toughest *MySims* rival racers on the trickiest tracks in Speedville. The excitement never stops as the more successful the player is on the track, the more they will be able to customize their kart and trick it out with new engines and bodies. Designed specifically from the ground up for the Nintendo platforms, *MySims Racing* offers something for everyone who wants to live life in the fast lane.

"The *MySims* have had many adventures and conquered many challenges, but for the first time we find them behind the wheels of their own customized vehicles," said Tim LeTourneau, General Manager of the *MySims* Franchise. "*MySims Racing* combines the fun and quirky *MySims* spirit our fans love with fast-paced action-packed arcade racing. We can't wait for players to take this game for a spin."

MySims Racing for the Wii

Race to the finish line in *MySims Racing*! Face a variety of tricky MySim opponents on a huge variety of exotic tracks! Take on up to three friends in intense multiplayer racing. During the race, find awesome power-ups such as the heat-seeking watermelon or a bubble dropper that can help racers wreck their competition. There are nearly endless customization options so that the kart reflects your high-gear personality. Swap bodies, change paint jobs and add tons of accessories. Not only can you change the look of their kart, you can also improve power, acceleration and handling by mixing and matching engines, suspension and steering components.

MySims Racing for the Nintendo DS

Race on the go! *MySims Racing* for the Nintendo DS allows you and up to three of your friends to race using local wireless or Nintendo Wi-Fi connection.

MySims Racing was developed in conjunction with partners at The Sims Studio and Artificial Mind & Movement, is rated E for Everyone by the ESRB, 3+ by PEGI, and has an MSRP of \$39.99 for the Wii version and \$29.99 for the Nintendo DS. For more information please visit www.mysimsracing.com. For information about the *MySims* franchise, visit www.mysims.com. For assets, please visit www.info.ea.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: EATM, EA SPORTSTM, EA MobileTM and POGOTM. 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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SOURCE: Electronic Arts Inc.

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