



EA Gets Wild with SimAnimals Africa for the Wii and Nintendo DS

Journey to the Heart of Africa Where You Control the Wild Kingdom!

REDWOOD CITY, Calif., Jul 07, 2009 (BUSINESS WIRE) -- Pack your bags for an African adventure as EA Play Label of Electronic Arts Inc. (NASDAQ:ERTS) today announced *SimAnimals(TM) Africa* for the Wii(TM) and Nintendo DS(TM), the sequel to the highly enjoyable *SimAnimals(TM)* game. In *SimAnimalsAfrica*, gamers play with and tame all new exotic animals including lions, elephants and gorillas as they explore exotic landscapes from savannas to jungles. This must-have Wii game for the holidays is great for kids and features challenges and mini-games that players solve to unlock new items, animals and levels to explore!

"*SimAnimalsAfrica* offers players a whole new, wild world to explore, take care of, and discover," said Tim LeTourneau, General Manager of the *SimAnimals* Franchise. "Kids are in for hours of entertainment as they explore new terrain, and for the first time, play as wild animals where they can run, jump, kick and charge, adding another dimension to the fun."

SimAnimals Africa for the Wii

With a playful new art style, *SimAnimals Africa* allows players to play with wild African animals while they venture across jungles, deserts, savannas, river deltas and more! Each brand new animal has their own unique skill and it's up to you to find their secret abilities. Kicking zebras, rock-breaking rhinos and crocodiles that excel at hunting will assist players in keeping the environment happy and unlocking new areas, animals, and special items. New mini-games give players more ways to interact with the animals. The ring toss, drumming, and petting games help the animals hone their unique skill and assist players in achieving their goals more quickly. Additionally, there are over 70 rare objects for players to collect including bugs, fruits and flowers. If players feed one of these rare items to an animal they may get an unexpected surprise! Kids can now choose to play as an animal. Will they water the terrain with their trunk as an elephant, kick fruit off trees as a zebra or jump over riverbeds as a gazelle? Players will have fun developing relationships with wild animals and their babies, and experience the humor and drama of life in Africa.

SimAnimalsAfrica for the Nintendo DS

SimAnimals on the Nintendo DS allows players to bring the African adventure with them anywhere and play with friends! Featuring all of the animals included in the Wii adventure, the DS version also features exclusive animals such as parrots, cheetahs, meerkats, aardvarks and even a surprise secret animal as a reward for finishing the game! Build relationships with these wild, African animals, discover their secret abilities and use them to help solve challenges. Collect items to earn each reward badge in the game. The stylus and microphone allow players to interact with the animals and environment in a totally unique way. The friendly parrot is your guide through the African landscape. Talk to him through the DS microphone and he'll repeat back what you said! Conquer the African kingdom in co-op mode, where friends can trade plants and animals and play together to achieve goals faster.

Developed by The Sims Studio in the EA Play Label, *SimAnimals Africa* is scheduled to be available worldwide fall of 2009. The game is not yet rated by the ESRB or PEGI. For more information about *SimAnimals Africa*, visit www.simanimalsafrica.com. For game artwork, visit <http://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: 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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