



EA Reveals the Sims 3 World Adventures

First Expansion Pack to Global Phenomenon - The Sims 3

REDWOOD CITY, Calif., Aug 03, 2009 (BUSINESS WIRE) -- The Sims are off on an adventure to famous destinations around the world! The EA Play Label of Electronic Arts Inc. (NASDAQ: ERTS) today announced that *The Sims(TM) 3 World Adventures*, the first expansion pack* to the #1 best-selling PC and MAC game in June 2009**, *The Sims 3*, is in development and will ship to retailers worldwide the week of November 16, 2009.

"We're thrilled with the global success of *The Sims 3* over these last few months and are looking forward to expanding on the gameplay experience with one of the most robust expansion packs to *The Sims* yet," said Scott Evans, General Manager of *The Sims* at EA. "Players will be able to take their Sims on the adventure of a lifetime and explore lands outside of Sunset Valley and Riverview, pursue thrilling new life destinies in locations around the world inspired by famous destinations, and immerse themselves in the open-ended gameplay where they'll discover new cities in China, France, and Egypt, and share new stories."

Players can take their Sims on new journeys to famous real-world inspired destinations around the globe for the first time ever and seek out new adventures. While exploring the landmarks of an exotic city, there is no telling what the Sims will find. From mastering martial arts in Shang Simla, China, discovering rich culture and famous landmarks on a romantic getaway to Champs Les Sims, France or exploring the depths of ancient tombs in Al Simhara, Egypt, players can take their Sims on a journey that will change their Sims' lives. Players can accept challenges to search for secret treasures, learn new skills and chase down new personal opportunities, meet new Sims with unique personalities, share their culture and bring them home, discover new styles on their travels, and share everything they encounter on their adventures with the world through personal photographs, movies, and stories. Additionally, players will receive 1,000 SimPoints to be used online in *The Sims 3 Store**** for the PC/MAC versions of the game. Exclusive online content, available only for the expansion pack at launch, will be revealed soon.

The Sims 3 World Adventures will also be available for feature phones, the iPhone(TM) and iPod touch(R) in early 2010 from EA Mobile(TM). These versions will have customized mobile gameplay features which will be revealed in the coming months. For information on carrier availability and pricing for all EA Mobile games, please visit www.eamobile.com.

For more information about *The Sims 3 World Adventures* or *The Sims 3*, please visit www.TheSims3.com. Developed by The Sims Studio, *The Sims 3 World Adventures* has not yet been rated by the ESRB. To download artwork, please visit www.info.ea.com.

*Requires *The Sims 3* for PC/MAC to play.

**According to NPD data.

**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. *The Sims 3* sold thru 1.4 million PC/Mac units within the first week of launch in June 2009 making it the best-selling PC launch in EA's history. Fan intensity is evidenced through the more than 36 million downloads of player created content including: Sims, houses, stories and more. The Sims 3 YouTube Channel is the #1 most subscribed to sponsored channel of all time and is within the top 5 most viewed sponsored channels of all time with over 42,000 subscribers and nearly 17 million video views. Visit *The Sims 3* official website to see what the players are creating at www.TheSims3.com or the official YouTube Channel for *The Sims* at <http://www.youtube.com/user/TheSims>.

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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Photos/Multimedia Gallery Available: <http://www.businesswire.com/cgi-bin/mmg.cgi?eid=6020524&lang=en>

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