



EA's The Sims 3 World Adventures to Feature Global Artists

Nelly Furtado, Pixie Lott, and Stefanie Heinzmann Lay Down Beats in Simlish

REDWOOD CITY, Calif., Aug 18, 2009 (BUSINESS WIRE) -- *The Sims* fans around the world will be rockin' out to new Simlish music in *The Sims(TM) 3 World Adventures* Expansion Pack* for the PC and Mac this fall. The EA Play Label of Electronic Arts Inc. (NASDAQ:ERTS) today announced that in *The Sims 3 World Adventures*, players will have their chance to get down, Simlish-style, to artists like GRAMMY award-winner Nelly Furtado, rising star Pixie Lott, German sensation Stefanie Heinzmann, breaking new rock band Matt & Kim, global indie dance rockers Young Punx, and more!

"I was really excited when I heard EA wanted me to be involved with *The Sims 3 World Adventures*," said Nelly Furtado. "I love languages, and it was so fun singing in Simlish."

"We have been busy recording the eclectic mix of songs in Simlish, the official language of *The Sims*," said Robi Kauker, Audio Director for The Sims Studio at EA. "The collection of artists' songs in the game are fantastic and there's something every player will recognize and enjoy."

"I think it's really cool to have a song in *The Sims 3 World Adventures*," added Pixie Lott. "You can go over to a radio in the game, play the Simlish version of 'Mama Do,' and take that radio with you anywhere you go inside the game!"

Current artists and songs featured in the game include:

- Nelly Furtado - "Manos al Aire"
- Pixie Lott - "Mama Do"
- Stefanie Heinzmann - "No One Can Change My Mind"
- Matt & Kim - "Daylight"
- Young Punx - "Juice and Gin"

Additional artists involved with *The Sims 3 World Adventures* will be revealed in the coming months.

The Sims are on the adventure of their lifetime in *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*. Players will guide their Sims to acclaimed fortune--or potential doom. Gamers will take their Sims to famous real-world inspired destinations to conquer challenges, find treasures, discover what's lurking in hidden caves, and more with the first ever adventure gameplay. 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, Sims will 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. Those who register their copy of the PC/Mac version of the game online will receive 1,000 SimPoints to be used in *The Sims 3 Store****. Adventure is on the horizon -- what will the Sims discover?

The Sims 3 World Adventures Expansion Pack for the PC and Mac will ship to retailers worldwide the week of November 16, 2009. *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 and music playlists 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 3World 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 3.7 million PC/Mac units since launch and was the best-selling PC launch in EA's history. Fan intensity is evidenced through the more than 45 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. *The Sims 3* took the social media sites by storm with half a million fans on the official Facebook page for the game and over 25,000 followers on the Twitter official game page making it the most popular games on Twitter. 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: 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>.

EA, EA SPORTS, EA Mobile, POGO, and The Sims are trademarks or registered trademarks of Electronic Arts Inc. in the U.S. and/or other countries. Mac, iPhone, and iPod touch are trademarks of Apple Inc., registered in the U.S. and other countries. All other trademarks are the property of their respective owners.

SOURCE: Electronic Arts Inc.

EA Play Label
Brooke Bauguess, 310-754-7312
Senior PR Manager
bbauguess@ea.com
Angie Newman, 650-628-2877
PR Manager
anewman@ea.com

Copyright Business Wire 2009