



EA Announces The Sims 3 Ambitions Expansion Pack

Expansion Pack to Award-Winning Game The Sims 3 Allows Players to Become Fearless Heroes and Ace Entrepreneurs

REDWOOD CITY, Calif., Mar 04, 2010 (BUSINESS WIRE) -- The EA Play Label of Electronic Arts Inc. (NASDAQ:ERTS) today announced that *The Sims(TM) 3 Ambitions* Expansion pack* is in development and will launch in June 2010. As the second expansion pack to *The Sims 3*, the best-selling PC game of 2009**, *The Sims 3 Ambitions* allows players to pursue a variety of exciting paths and careers in their Sims' lives that in turn affect their overall gameplay experience and neighborhood. While on the job, the player has direct control over their Sims' work and can choose how to spend their days. Players can opt to make house calls and save lives as a doctor or choose the devious route and test experimental medicine on patients, be the hero firefighter tackling raging infernos or smashing everything in sight at the victim's home with an axe, or take a shot at solving cases as an investigator, nicely convincing sources to divulge secrets or roughing up perpetrators in a dark alley to get information.

"The variety of careers to choose from is unmatched and we've never given players the opportunity to follow their Sims to work and affect their actions on the job," said Scott Evans, General Manager of *The Sims* Studio at EA. "*The Sims 3 Ambitions* changes that. Players' actions at work now directly affect their lives, community and neighbors and become an extremely important part of how the game is played."

Players can now experience some of the most exciting and varied jobs. In *The Sims 3 Ambitions*, players can choose to hunt down vengeful spirits as the ghost hunter, invent brilliant and potentially destructive gadgets as an inventor, craft glorious masterpieces as a sculptor, and solve riveting cases by any means necessary as an investigator with dozens of cases to solve and numerous clues to find. Additionally, players will be able to change the look and feel of their town by becoming an architect and directly affecting the neighborhood around them leveraging Build and Buy mode. The stylist career and new tattoo system allow players to make over their Sim neighbors in fashionable or catastrophic ways. For the first time, players will be in charge of how their Sims' career progresses and decide if they will work for good or evil, pursue creative endeavors or technical affairs, climb to the top quickly, or be a slacker. The future of a Sims' success or failure is entirely in the hands of the player.

The Sims 3 Ambitions will also be available for feature phones, iPhone and iPod touch in late 2010 from EA Mobile(TM). These versions will have customized mobile gameplay features which will be revealed in the coming months and will not require a base game to play. For information on carrier availability and pricing for all EA Mobile games, please visit www.eamobile.com.

For more information about *The Sims 3 Ambitions* or *The Sims 3*, please visit www.TheSims3.com. Developed by *The Sims* Studio, *The Sims 3 Ambitions* for PC/Mac 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.

About *The Sims*

The Sims franchise celebrated its ten year anniversary in February 2010 and an impressive more than 125 million units sold since its launch in February 2000. Now translated into 22 different languages and available in 60 different countries, *The Sims* has quickly become a universal gaming and cultural phenomenon. Since its June 2009 launch, *The Sims 3* has sold more than 4.5 million copies worldwide to date and holds the #1 best-selling PC title for 2009 in North America and Europe. Fan intensity is evidenced through the 110 million downloads of player created content including: Sims, houses, stories and more. *The Sims 3* community site, www.thesims3.com, welcomes up to six million unique visitors monthly, handles 300 content downloads every minute and more than 1.8 million uploads have been made to date, including 20 movies each hour. *The Sims 3* YouTube Channel is in the top 5 most viewed sponsored channels of all time with more than 26 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: 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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