



EA Announces The Sims 3 World Adventures Now Available on the App Store

REDWOOD CITY, Calif., Apr 02, 2010 (BUSINESS WIRE) -- Electronic Arts Inc. (NASDAQ: ERTS) today announced the availability of *The Sims(TM) 3 World Adventures* on the iPhone(R) and iPod touch(R). This all-new experience from *The Sims 3* franchise allows players to travel with their Sims to three real-world inspired destinations in Egypt, France, and China. Each exciting location offers a world of possibilities for Sims who can embark on adventures or even find romance. Players can also import/export their Sim's appearance back and forth between the iPhone and iPod touch versions of *The Sims World Adventures* and *The Sims 3*.

"We are excited to announce the release of *The Sims 3 World Adventures* on iPhone and iPod touch. The Sims franchise has been an enormous success having sold millions of units on mobile devices worldwide," said Adam Sussman, VP of Worldwide Publishing at EA Mobile. "This latest release from this incredibly popular brand is sure to be a hit with Sims fans around the globe."

Players can enjoy enhanced yet classic *The Sims* style gameplay and choose from dozens of new goals, mini-games, town maps, plus several personas, careers and quests. While visiting any of the new destinations, Sims will be able to meet locals and explorers, make friends, fall in love or make enemies. Players can pick from a prosperous selection of new clothing styles, furniture, and facial characteristics to sport a unique and cultural look in each destination.

Additionally, players can travel to the tune of seven artists who recorded their hit songs in Simlish, the official language of *The Sims*, for the game including GRAMMY Award-winner LeAnn Rimes, plus hot new stars Matt + Kim, Katie Melua, Young Punx!, and more.

The Sims 3 World Adventures is available globally from the App Store on iPhone and iPod touch or at www.itunes.com/appstore/.

The game also is available for purchase globally from wireless carriers for feature phones and is currently available on the PC and Mac**. For more information on carrier availability and pricing for all EA Mobile games, please visit www.eamobile.com. To follow EA Mobile on Twitter visit <http://twitter.com/eamobile>.

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

About The Sims

The Sims franchise celebrates its ten year anniversary this year 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 EA Mobile

EA Mobile(TM) is the world's leading wireless entertainment publisher with award-winning games such as *Tetris(R)*, *Bejeweled(R)*, *The Sims(TM)*, and *Need For Speed(TM)*. The EA Mobile portfolio also includes casual games based on the company's partnership with Hasbro, Inc. including MONOPOLY, YAHTZEE and SCRABBLE (in the U.S. and Canada) as well as sports blockbusters from the EA SPORTS(TM) brand, including Madden NFL Football, FIFA Soccer and NASCAR(R). EA Mobile develops games for multiple mobile platforms including mobile phones, smartphones, the iPhone(R) and iPod(R). For more

information about EA Mobile, please visit www.eamobile.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(TM), 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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