



## **The MySims Return to Save the Skies from Morcubus with the New Flying Action-Adventure MySims SkyHeroes**

REDWOOD CITY, Calif., May 05, 2010 (BUSINESS WIRE) -- The thrill and high-speed action of flying meets the creative, immersive world of MySims(TM). The EA Play Label of Electronic Arts Inc. (NASDAQ:ERTS) today announced *MySims SkyHeroes(TM)*, a new flying action-adventure and the next installment from the MySims franchise is in development for Wii (TM), Nintendo DS(TM), and for the first time, the Xbox 360(R) videogame and entertainment system and PlayStation(R)3 computer entertainment system.

"*MySims* games have truly become favorites among kids, families and gamers alike, so we have challenged ourselves to take development to the next level and deliver a new style of adventure for fans with game features and *MySims*-style fun that can be enjoyed equally by all," said Scott Evans, General Manager of the *The Sims* Studio. "We are thrilled to have many firsts with *MySims SkyHeroes*, like introducing epic boss battles, cooperative gameplay missions and online multiplayer, all available for the very first time in any *MySims* game."

In *MySims SkyHeroes*, players take to the sky to lead the resistance against Morcubus and his drone army and to stop his plans to take over the skyways. Starting as an unknown pilot, players fight to become a celebrated hero as they defeat dangerous enemies in aerial combat, test their reflexes in fast-paced speed challenges, and take on massive enemy bosses that demand all their skills as a pilot to survive. As they progress, players build, customize and tune their aircraft to give them an edge in combat - upgrade wings for swifter maneuvers, switch out the engine for a speed boost, or change the paint job to camouflage the plane and avoid enemy fire.

The popular MySims franchise, which has sold over 8 million units worldwide, will debut for the first time on the Xbox 360 and PlayStation 3 with *MySims SkyHeroes*. Expanding to these new platforms, the game will feature a full solo campaign, as well as local split-screen and online multiplayer where fans will be able to fly with or against up to 10 friends in - cooperative or competitive modes.

Developed by The Sims Studio in the EA Play Label, *MySims SkyHeroes* is scheduled to be available worldwide fall of 2010. For game artwork, visit <http://www.info.ea.com>.

### **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](http://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](http://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](http://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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