



## Rise Against, Lady Antebellum, Melanie Fiona, and Toni Braxton Sing Hit Songs for EA's The Sims 3 Ambitions Expansion Pack

### ***Songs Re-Recorded in Official Language of The Sims for Expansion Pack to Award Winning Game, The Sims 3***

REDWOOD CITY, Calif., May 18, 2010 (BUSINESS WIRE) -- It's time to turn up the volume! The EA Play Label of Electronic Arts Inc. (NASDAQ:ERTS) today announced the chart-topping artists whose Simlish songs will be featured in *The Sims(TM) 3 Ambitions* Expansion pack\* for the PC and Mac this summer. Artists include Rise Against with their sizzling hit 'Savior' which was featured in *The Sims 3 Ambitions* trailer, new-comer Charice who recently performed for Oprah and Lady Antebellum with their number one hit single 'Need You Now.' Additionally, the members of Lady Antebellum were created as Sims for a musical video trailer also being released today.

"Each time we set out to create a soundtrack for an expansion pack, it's always exciting matching the vibe of the game to the music by our incredible lineup of extremely diverse artists," said Robi Kauker, Audio Director for *The Sims* Studio at EA. "It's fun hearing hit tracks in the language of *The Sims*, and I think fans will be pleased to find their favorites songs and artists throughout this game, and will no doubt discover new bands to follow in *The Sims 3 Ambitions*."

Current artists and songs featured in the game include:

- Lady Antebellum--"Need You Now"
- Rise Against--"Savior"
- Charice--"Pyramid"
- Melanie Fiona--"Bang Bang"
- Toni Braxton--"Make My Heart"
- Neon Trees--"Animal"
- V V Brown--"Shark In The Water"
- Daisy Dares You--"Number One Enemy"
- OK Go--"This Too Shall Pass"
- Old 97's--"Early Morning"
- Murder By Death--"As Long As There is Whiskey In The World"
- The Acorn--"Restoration"
- Mike Posner--"Cooler Than Me"
- Violent Soho--"Jesus Stole My Girlfriend"
- Kerli--"Tea Party"
- Eli "Paperboy" Reed--"Come And Get it"
- Hal Linton--"Lock My Heart Down"
- Radney Foster And The Confessions--"Until It's Gone"
- The Constellations--"Setback"

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. 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. 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* Expansion pack for the PC and Mac will ship to retailers worldwide the week of June 1, 2010. *The Sims 3 Ambitions* will also be available for feature phones, iPhone(R) and iPod touch(R) in late 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](http://www.eamobile.com).

For more information about *The Sims 3 Ambitions* or *The Sims 3*, please visit [www.TheSims3.com](http://www.TheSims3.com). Developed by *The Sims* Studio, *The Sims 3 Ambitions* is rated T for Teen by the ESRB. To download artwork, please visit [www.info.ea.com](http://www.info.ea.com).

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

\*\*According to NPD data.

### **About *The Sims***

*The Sims(TM)*, the groundbreaking franchise that allows players to create and live a virtual, simulated life on a computer, celebrates its ten year anniversary in 2010 with 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 5 million copies worldwide to date and was the #1 best-selling PC title for 2009 in North America and Europe. Fan intensity is evidenced through the 130 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 four million unique visitors monthly, handles 300 content downloads every minute and more than 2 million uploads have been made to date, including 20 movies each hour. *The Sims 3* YouTube Channel is within the top 10 most viewed sponsored channels of all time with more than 29 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 SPORTS™, EA™, EA Mobile™ and POGO™. In fiscal 2010, EA posted GAAP net revenue of \$3.7 billion and had 27 titles that sold more than one million units. 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>.

SOURCE: Electronic Arts Inc.

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