



## EA Announces The Sims 3 for the New Nintendo 3DS Handheld System

### World's Most Popular Life Simulator Franchise\* Comes to a 3D World in 2011

REDWOOD CITY, Calif., Jun 15, 2010 (BUSINESS WIRE) -- The EA Play Label of Electronic Arts Inc. (NASDAQ:ERTS) today announced that the critically-acclaimed *The Sims(TM)* 3 is in development for the Nintendo 3DS(TM), and will be available in 2011. *The Sims 3*, a global success on the PC, Mac and mobile devices, will launch this fall on the PlayStation(R) 3 computer entertainment system, Xbox 360(R) video game and entertainment system, Wii(TM) and Nintendo DS(TM) making it accessible from every gaming touch point available.

"We're bringing players the first true 3D life simulation game on a handheld utilizing the ground breaking technology of the Nintendo 3DS," explained Sam Player, Executive Producer at EA. "With new features like face mapping, a living open neighborhood, connectivity like never before and an all-new feature called 'Karma Powers,' we're making it easier than ever for gamers to play with life from the gaming platform of their choice."

*The Sims 3* for the Nintendo 3DS, Nintendo DS, PlayStation 3, Xbox 360 and Wii are developed by *The Sims* Studio and have not yet been rated by the ESRB. For more information about *The Sims 3*, please visit to [www.TheSims3.com](http://www.TheSims3.com). Join more than one million *The Sims* fans on Facebook by visiting the official fansite page for *The Sims 3* at <http://www.facebook.com/TheSims3>. To download artwork, please visit [www.info.ea.com](http://www.info.ea.com).

\* According to NPD data, Chart-track UK, Gfk France, Gfk Spain, Gfk-MCC Germany and EA internal estimate.

#### 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>. *The Sims 3* is currently available for PC, Mac, iPhone(R), iPod touch(R) and mobile devices and in the fall 2010 on Nintendo DS, PlayStation 3, Xbox 360 and Wii and in 2011 the Nintendo 3DS.

#### 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(TM), EA(TM), EA Mobile(TM) and POGO(TM). 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>.

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SOURCE: Electronic Arts Inc.

EA Play Label

Brooke Bauguess, 310-754-7312

PR Director

[bbauguess@ea.com](mailto:bbauguess@ea.com)

Angie Newman, 650-628-2877

PR Manager

[anewman@ea.com](mailto:anewman@ea.com)

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