



Flo Rida, My Chemical Romance, Travie McCoy, 3oh!3, and More Partner with EA on the Uber Popular Life Simulator Series The Sims

More Than Three Dozen Global Artists Re-record Their Current Hits or Upcoming Singles in 'Simlish' for The Sims 3 for Consoles and The Sims 3 Late Night

REDWOOD CITY, Calif., Sep 03, 2010 (BUSINESS WIRE) -- Sul sul zeedab nas! *The Sims* fans will turn up the volume on their HD and PC hardware this fall and rock out while playing *The Sims(TM)* 3 game on their PlayStation(R) 3 computer entertainment system, Xbox 360(R) video game and entertainment system, and Wii(TM) or when firing up *The Sims(TM)* 3 *Late Night* Expansion Pack* for the PC or MAC. The EA Play Label of Electronic Arts Inc. (NASDAQ:ERTS) announced today the robust music line-up for *The Sims 3* for console platforms and *The Sims 3 Late Night* PC/MAC that includes music from a variety of genres such as hip-hop, alternative, pop, rock, electronic, and more. Artists from around the world including Travie McCoy, 3oh!3, Flo Rida featuring Jovi, Kelly Rowland, Kelis, and more recorded current or upcoming hit singles from their latest albums in an entirely new language, 'Simlish,' which is the official language of *The Sims* franchise.

"*The Sims* may be one of the biggest and best-known brands in popular culture today and for a major artist to be asked to re-record their music in 'Simlish' has become one of the most unique and exclusive opportunities in the world of entertainment," explained Steve Schnur, Worldwide Executive, Music and Music Marketing, EA. "Over the past decade, hundreds of artists - including superstars as diverse as Katy Perry, Lady Antebellum, Flaming Lips, Damien Marley, Depeche Mode, Nelly Furtado, Matt And Kim, and so many more - have all become a part of this global phenomenon. For more than a hundred million *The Sims* players and fans every day, we are truly providing the soundtrack to their lives."

"I'm always trying to find new ways to reach different audiences with my music and *The Sims 3* was a perfect way," explained Flo Rida who laid down his lyrics from "Fresh I Stay" in Simlish with Jovi.

The experience is unlike any other for some of the artists and can even prove to be challenging. "We couldn't stop laughing while re-recording 'Double Vision' in Simlish because it just sounds super bizarre," 3oh!3's Sean Foreman commented during their recording session. "I've always been a fan of *The Sims* games and could never figure out what the characters were saying in the game. I'm not sure if Simlish can be translated, but it's darn fun to speak!"

"Singing in Simlish was one of the hardest things I've ever done, but it was a blast!" said Travie McCoy who sang his upcoming single "Need You" in the game's one-of-a-kind language. Kelly Rowland added, "I have to say it was quite challenging to sing 'Rose Colored Glasses' in Simlish, but also incredibly fun!"

Global artists and Simlish re-recorded songs featured in *The Sims 3* for the PlayStation 3, Xbox 360, and Wii include:

- 22-20's - "Latest Heartbreak"
- 3oh!3 - "Double Vision"
- Aceyalone and RJD2 - "Ever Seen This"
- Aeroplane - "We Can't Fly"
- Alpha Rev - "Phoenix Burn"
- Cody Simpson - "IY IY IY"
- Crash Kings - "You Got Me"
- deadmau5 - "Some Chords"
- Flo Rida featuring Jovi - "Fresh I Stay"
- Free Energy - "Free Energy"

- Hot Chip - "We Have Love"
- Innerpartysystem - "American Trash"
- Jasmine V - "All of These Boys"
- Jessica Mauboy - "Saturday Night"
- John Butler Trio - "Gonna Be a Long Time"
- Kidz in the Hall - "Flickin'"
- Lazee featuring Apollo Drive - "Calling Out"
- Mickey Factz - "Dreamland"
- Ozomatli - "Are you Ready?"
- School Of Seven Bells - "Dust Devil"
- The Dirty Heads - "Stand Tall"

As the world's greatest life simulation on console, *The Sims 3* combines the freedom of open world life simulation where players can create Sims - the unique characters found in *The Sims* games - with distinct personalities, fulfill their desires...or not, and control their lives with the guided gameplay of an all-new achievement system. As players complete challenges and collect dozens of achievements they will earn Karma points - all the while deciding the destinies of their Sims. Karma points can be used to unlock and unleash all-new Karma Powers to the grand benefit or wicked detriment of their Sims making it easier than ever to play with life. Players can help their Sim "get lucky," bless them with "instant beauty" or be deviant and curse them with an "epic fail." But players should use these powers wisely--they may have unexpected results and karma may come back to bite. The game will also be connected to the worldwide community through a seamlessly integrated creation exchange on the PlayStation 3 and Xbox 360**. Players can design, build, and share creations, or download content from other players around the world - and for the first time ever - without ever leaving the game.

The Sims 3 Late Night includes:

- 3oh!3 - "Double Vision"
- Bryan Rice - "There for You"
- Chiddy Bang - "Here We Go"
- Electrolightz - "Miss Outta Control"
- Eliza Doolittle - "Rollerblades"
- Foxy Shazam - "Unstoppable"
- Hadag Nahash - "Lo Maspik"
- Hadouken! - "M.A.D."
- Jessica Mauboy - "Saturday Night"
- Junkie XL - "Live Wired"
- Kelis - "Brave"
- Kelly Rowland - "Rose Colored Glasses"
- King Fantastic - "All Black Ying Yang (The Party Song)"
- My Chemical Romance - "Na Na Na"
- Nikki & Rich - "Next Best Thing"
- The Ready Set - "More Than Alive"
- Soulja Boy - "Speakers Going Hammer"
- Travie McCoy - "Need You"

The Sims 3 Late Night gives players all-access and lets them loose on a vibrant, active downtown scene where they'll rub elbows with celebrities at the hottest parties, hit the local bar after work, tour the scene with their Sims' band, kick back in a plush hot tub, and discover what's lurking in the thick of the night. Players will be able to take their Sims into the bustling urban

setting where they'll be able to become a celebrity, member of a music band, mixologist, director, and more. To gain entrance into the most elite clubs in town, players need to keep their attitude in check otherwise they'll be given the cold shoulder by tough bouncers or find another way onto the list. If chilling is the player's forte, their Sims can lounge at a chic club or dive bar. If they like to live on the edge, they can be initiated into the dark life of a vampire. Whether embarking on a new career, painting the town red, or throwing a party on the rooftop of a penthouse, it's always up to the player to tell their unique stories with *The Sims 3*. What will happen when the lights go out and Sims get all-access?

For more information about *The Sims 3* games or *The Sims Late Night*, please visit www.TheSims3.com. To download artwork, please visit www.info.ea.com.

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

**INTERNET CONNECTION REQUIRED, Conditions and restrictions apply. See back of pack for details.

About *The Sims*

The Sims(TM) franchise, the groundbreaking game series 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* series 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 160 million downloads of player created content including: The Sims characters, houses, stories and more. *The Sims 3* community site, www.thesims3.com, welcomes up to five million unique visitors monthly, handles nearly 260 content downloads every minute and more than 2.7 million uploads have been made to date, including 13 movies each hour. *The Sims 3* YouTube Channel is within the top 10 most viewed sponsored channels of all time with more than 34 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>. *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(TM), PlayStation(R)3 computer entertainment system, Xbox 360(R) videogame and entertainment system and Wii(TM) 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. 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.

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