



EA's MySims SkyHeroes Brings Online Multiplayer Action and Boss Battles to MySims Franchise

MySims SkyHeroes Marks Franchise Debut on Xbox 360 and PLAYSTATION3

REDWOOD CITY, Calif., Sep 28, 2010 (BUSINESS WIRE) -- The EA Play Label of Electronic Arts Inc. (NASDAQ:ERTS) today announced the launch of *MySims SkyHeroes(TM)*, a high flying action adventure game that brings cooperative gameplay missions and multiplayer online action to the MySims(TM) franchise. The title is available in high definition for the Xbox 360(R) videogame and entertainment system, PLAYSTATION(R)3 computer entertainment system, and on Wii(TM) and Nintendo DS (TM).

"*MySims SkyHeroes* strikes the right balance for players of all skill levels with three levels of difficulty, making it an ideal game for everyone from fathers and sons to play together, to hardcore gaming fans looking for high-speed aerial maneuvers, boss battles and multiplayer action," said Scott Evans, General Manager of the *The Sims(TM)* Studio. "This makes the game a must-have for any gamer this holiday season, especially as the MySims franchise expands to new platforms to bring even more fans into the fold."

Players begin the game as a pilot who has crash landed on an island, waking up with amnesia. He joins a group of fellow stranded pilots in a quest to take down the villain Morcubus, who is doing everything in his power to prevent anyone from flying in an attempt to rule the skies.

MySims SkyHeroes pilots jump right into the action in Single Player Campaign mode, flying through 42 different missions over 12 vastly different environments as they gather power-ups and assorted unlockable upgrades while trying to rack up the best score along the way. With each accomplished mission, the player becomes an increasingly high profile and feared hero by defeating deadly enemies, testing his mettle in high-speed challenges, or facing down huge bosses. While progressing through the game, players use power-ups such as radar jammers and giant laser attachments to temporarily punish the enemy. They can also use unlockable elements to customize their planes and outwit foes. For instance, players can swap in a new engine or upgrade wings to create a faster, more nimble aircraft; paint and detail planes to blend and disappear into the environment to evade combatants; or upgrade weapons as well as the pilot himself with new facial features and hats. The customization combinations are endless, which is part of the *MySims SkyHeroes* strategy and fun.

Branching storylines also keep *MySims SkyHeroes* interesting at every looping turn. For example, if a player is engaged in a mission that has him facing off with a difficult boss, he can temporarily leave the battle to rescue a fellow MySims character who may be able to assist in the battle against that boss.

MySims SkyHeroes also offers two Quick Play modes -- Dogfighting and Racing. Dogfighting allows players to challenge foes in dangerous aerial maneuvers like barrel rolls and loops against a cityscape backdrop or a lush tropical paradise, complete with an active volcano. The Racing mode tests a player's twitch reflexes during high-speed solo or team challenges. Both styles ratchet up the adrenaline when players click into online multiplayer action allowing up to 10 players on the Xbox 360 and PlayStation 3, six on the Wii or four on the Nintendo DS. The game becomes even more riveting by viewing the action in local split-screen format on the Xbox 360 and PlayStation 3, allowing players to team up in co-op play against eight AI opponents, or go head-to-head against each other in competitive play.

MySims SkyHeroes for PlayStation 3, Xbox 360 and Wii is rated E 10+ for Everyone ages 10 and up, while the Nintendo DS version is rated E for Everyone. The PlayStation 3, Xbox 360 and Wii versions carry an MSRP of \$49.95 while the Nintendo DS version has an MSRP of \$29.95. For more information and assets, visit <http://www.mysims.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 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. 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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