



Play with Life as EA's *The Sims 3* for Consoles and Handheld Powers Its Way onto Store Shelves

World's Most Popular Life Simulator Franchise* Ships This Week on the PlayStation 3, Xbox 360, and Nintendo DS with All-New Platform-Specific Features

REDWOOD CITY, Calif., Oct 25, 2010 (BUSINESS WIRE) -- May you smile down on your Sims and bless them with good karma or frown upon them and explore your dark side. The EA Play Label of Electronic Arts Inc. (NASDAQ: ERTS) announced today that *The Sims(TM) 3* on PlayStation(R) 3 computer entertainment system, Xbox 360(R) video game and entertainment system and Nintendo DS(TM) ship to retail stores worldwide this week. With all-new features tailored for each platform including "Karma Powers", achievement-based gameplay, a seamlessly integrated creation exchange on each of the HD platforms, and the first full life simulation on the Nintendo DS, players now have the opportunity to play with life like never before.

"*The Sims* fans have been anxiously awaiting the next generation release of console and handheld games for the series, and we've been working hard to give them the most robust *The Sims* experience to date," said Ben Bell, Executive Producer at EA. "From Karma Powers on all the platforms and the integrated exchange on the HD consoles to the most impressive Create a Sim and customization capabilities on Nintendo DS, fans will be able to experience everything they've come to love on the PC now on their consoles."

More choices, more control, more powers and more fun than ever before in a console game for *The Sims* franchise! *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 and fulfill their desires...or not. On the PlayStation 3 and Xbox 360 platforms, players can now control their Sims lives with the guided gameplay of an all-new achievement system and then share those achievements with the world through their Facebook and Twitter accounts. As they 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," where everything will go their way for a specific amount of time or hit the 'giant jackpot' to rain money down on their Sims. If players want to take the darker road, they can be deviant and curse their Sims with an "epic fail" and cause a total shut down of all their Sims motives. 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 each of the PlayStation 3 and Xbox 360** systems. Players can design, build, and share creations, or download content from other players around the world - and for the first time ever on the HD platforms - without ever leaving the game.

The Sims 3 for Nintendo DS provides players with the most fulfilling and robust experience to date. Players can use their stylus to build their Sims a home and use tools to draw walls and floors, and customize virtually everything from décor objects, textures, and more. Using the stylus, players will also be able to sculpt Sims' facial features, choose hair styles and clothing, and dictate personalities in the most complete Create a Sim yet for a handheld game. In "Story Mode," players will control multiple Sims within a family and enjoy their Sims special moments. For the first time ever on the Nintendo DS, players can enjoy a complete life simulation with a living, breathing town full of Sims as they guide their Sims through completing challenges to unlock additional items, new buildings and landmarks, and more.

Developed by The Sims Studio, *The Sims 3* for the Xbox 360 and PlayStation 3 are rated T for Teen and the Nintendo DS is rated E for everyone. Each ships to retailers nationwide on October 26 and in Europe on October 29. *The Sims 3* is also available on the Wii(TM) beginning nationwide November 15 and in Europe on November 12 and is rated T for Teen. For more information about *The Sims 3* on console, please go to www.TheSims3console.com. *The Sims 3* is also available for PC, Mac, iPhone(R), iPod touch(R) and mobile devices. To download artwork, please visit www.info.ea.com.

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

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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 nearly 180 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 seven million unique visitors monthly, handles nearly 260 content downloads every minute and more than 3 million uploads have been made to date, including 13 movies each hour. *The Sims 3* YouTube Channel has more than 37 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 will launch in 2011 on 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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