



## Get Ready to Make Headlines in EA's the Sims 3 Late Night as the Hotly-Anticipated Expansion Pack Ships to Store Shelves Today

### ***Celebrities, Bands, Vampires, Hot Tubs and More!***

REDWOOD CITY, Calif., Oct 26, 2010 (BUSINESS WIRE) -- No sleep until Bridgeport! The Sims characters now have a reason to stay up late with the newest expansion pack to the award-winning *The Sims(TM)* 3 for PC/MAC. The EA Play Label of Electronic Arts Inc. (NASDAQ:ERTS) announced today that *The Sims 3 Late Night* Expansion Pack\* for the PC/MAC shipped today to retail stores across North America and Europe. *The Sims 3 Late Night* offers players a reason to venture out into the dark and check out the hottest clubs, partake in nighttime activities and run from...or become...creatures of the night. From rocking out in a band until the wee hours of the morning to living life on the edge as a vampire, players clock out of work and let their inhibitions loose when the sun goes down.

"*The Sims 3 Late Night* is one of the most fun expansion packs we've made to date and it includes activities that players will enjoy including becoming a celebrity, vampire or world class mixologist," said Scott Evans, General Manager of *The Sims* Studio at EA. "From hot tubs and celebrities to vampires and bands, this expansion pack gives players the opportunity to tell the stories of what happens after work and offers a great backdrop for endless creative possibilities."

*The Sims 3 Late Night* allows players the opportunity to explore their dark side by including creatures of the night, late night hot spots and activities best done after the sun goes down. Players have the option to befriend a vampire and eventually ask their new friend to turn them into one of their kind. Once changed, players will find that their Sims, the characters unique to *The Sims* games, have thirst instead of hunger, can run faster, read minds and need to sleep during the daylight hours. Vampires have upscale late night hang outs where select few get in, but they aren't the only ones that get perks and no line access into hot spots. In *The Sims 3 Late Night*, players can help their Sims become celebrities complete with paparazzi following their every move. Celebrity Sims live in the ritziest part of town, have access to the best late night establishments and more simoleans than they can count! Players can push their Sim into the brand new film career, where they can choose to pursue their dream as an actor or a director. But, if players' Sims are a bit more of the musical type, they can become a celebrity by starting a band. Practice makes perfect as players' Sims start out jamming in dive bars for tips until eventually they work their way up to seeing their name in lights. *The Sims 3 Late Night* gives all-access into a bustling urban setting full of hot tubs, penthouses, subways and more! Whether players choose to take a load off at the local bar, meet celebrities at the hottest clubs, hear their favorite band jam down the street or learn the art of mixology for some extra cash, *The Sims 3 Late Night* is all about having fun when the sun sets.

Additionally, coming soon on [www.TheSims3.com](http://www.TheSims3.com), is *The Sims 3 Late Night* 'Make Your Own Headline' app where players have the opportunity to become a celebrity by uploading a photo and creating their own 'Simified' tabloid cover and then share it with their friends. Check the site for availability. Developed by *The Sims* Studio, *The Sims 3 Late Night* is rated T for Teen by the ESRB. For more information or to download artwork, please visit [www.info.ea.com](http://www.info.ea.com). Follow *The Sims 3* games on Twitter at: [www.twitter.com/thesims3](http://www.twitter.com/thesims3) or become a fan on Facebook at [www.facebook.com/thesims3](http://www.facebook.com/thesims3).

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

### **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](http://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 is within the top 10 most viewed sponsored channels of all time with more than 37 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. Beginning October 26, 2010, *The Sims 3* will also be available on the PlayStation(R)3 computer entertainment system, Xbox 360(R) videogame and entertainment system, and Nintendo DS(TM). The game will also launch on the Wii(TM) November 15, 2010 and 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](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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