



EA and Medieval Times Announce the "Be a Hero" Partnership in Honor of the Launch of The Sims Medieval

Medieval Times Restaurant To Host A Special Evening Event Featuring The Sims Medieval With Portion of the Proceeds Going to the Medieval Times Foundation Charity

REDWOOD CITY, Calif.--(BUSINESS WIRE)-- Bring on the feast! Electronic Arts Inc. (NASDAQ:ERTS) today announced the "Be a Hero" campaign in honor of the launch of the brand new *The Sims™* videogame, *The Sims™ Medieval*. A special event will take place at Medieval Times Restaurant in Buena Park, California on March 21st with a portion of the proceeds from the night's special affair benefitting the Medieval Times Foundation Charity. For more information or to buy tickets, please visit <http://medievaltimes.com/buenapark/specialoffers/sims-medieval-be-a-hero-launch.aspx>.

With nine locations across the country, Medieval Times is a unique dining experience that offers people a combination of medieval banquet and thrilling competition and is one of the top dinner attractions in North America. *The Sims Medieval* is a brand new videogame brought to you by the developers of the best-selling, *The Sims* games, which places the popular *Sims*, characters unique to *The Sims*, into the Middle Ages and brings players robust, compelling gameplay never seen before in the history of franchise. For the first time, players can create heroes, venture on quests, build and control a kingdom, and play every Hero Sim character in the land. Attendees of the special event will receive a digital download code for their own copy of *The Sims Medieval* for PC/Mac before it officially hits stores worldwide March 22nd.

"Medieval Times Dinner & Tournament brings history to life through its two-hour, live-action medieval tournament shows. Giving guests a feeling of what it would have been like to live in the middle ages," said Kerry Graves, Vice President of Marketing and Sales for Medieval Times USA. "Now, that same feeling can be experienced in *The Sims Medieval* videogame. We are honored to host the official launch of *The Sims Medieval* at the flagship of the Medieval Times company — the Buena Park, California castle."

"*The Sims Medieval* and Medieval Times are a perfect blend of two franchises that are working towards the same goal of providing a rich, creative and fun experience within a medieval setting," said Scott Evans, General Manager of *The Sims* Studio. "We're thrilled we could bring the two together for a great cause. Attendees will be able to enjoy a live-action experience of Medieval Times and come away ready to relive moments and more by playing *The Sims Medieval*."

The Medieval Times "Be a Hero" event is open to the public and all attendees who come will have the opportunity to play *The Sims Medieval* before the festivities begin. As a special gift, all guests will receive a digital download code good for a free digital copy of *The Sims Medieval* on PC/Mac before it lands on store shelves. Also, there will be a random giveaway at the eight additional Medieval Times locations where 50 digital download codes good for a free digital copy of the game will be given away at random. Visit *The Sims Medieval* Facebook page for more information: www.Facebook.com/TheSimsMedieval

Marking a departure from the traditional gameplay elements of past *The Sims* games, *The Sims Medieval* is set in medieval times and gives players the opportunity to build up a medieval kingdom, participate in quests, level-up their Sims and fulfill storyline elements. Players will find their Sims in a variety of situations previously unknown to them like whether or not to poison the king, searching for dragons, and punishing Sims by putting them into the stocks or having them face the Pit Beast. Every quest plays out differently depending on which quest choice the player makes and which Sim they use for fulfilling the story.

Everything in *The Sims Medieval* is crafted to create an immersive medieval world that the player can explore. From the quest-based gameplay, to the medieval objects such as tapestries, clothing and furniture, players will even notice that their Sims look different due to the warm glow behind the characters and the artistically painted approach to the world itself. Completing quests enables players to bring in new playable Hero Sims, that they can fully customize right down to the fabrics they wear as well as selecting their two personal traits and one fatal flaw. Players get close to their characters, not only sending them on epic quests, but also making sure they carry out their daily responsibilities which can vary depending on their career. Responsibilities can include healing the sick as a Physician Hero Sim, trading for exotic goods as a Merchant Hero Sim, or forging armor as a Blacksmith Hero Sim.

The Sims Medieval will be available March 22, 2011 for \$49.99 and has been rated T for Teen by the ESRB. There is also a limited edition available on the same day and those that pre-order that will have access to exclusive content including three all-new, themed throne rooms with Barbarian, Dark Magic and Princess themes and two exclusive outfit sets, the Monarch set featuring a royally decked out king and queen and the Executioner set, complete with a leather apron and an intimidating black hood. To pre-order the game please visit <http://www.ea.com/the-sims-medieval/buy>. To download artwork, please visit www.info.ea.com. For more information about *The Sims Medieval* please visit www.info.ea.com or the official website at www.TheSimsMedieval.com.

About *The Sims*

The Sims 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 10 million copies worldwide across multiple platforms and was the #1 best-selling PC title for 2009 in North America and Europe. Fan intensity is evidenced through nearly 250 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 more than 240 content downloads every minute and more than 3.5 million uploads have been made to date, including 11 movies each hour. *The Sims 3* YouTube Channel is within the top 10 most viewed sponsored channels of all time with more than 45 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®, iPod touch® and mobile devices. *The Sims 3* is also available on the PlayStation®3 computer entertainment system, Xbox 360® videogame and entertainment system, Nintendo DS™, and Wii™ and March 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™, EA™, EA Mobile™ and POGO™. In fiscal 2010, EA posted GAAP net revenue of \$1.7 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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About Medieval Times

Blending centuries-old heritage, fairytale intrigue and timeless appeal, Medieval Times Dinner & Tournament is the world's premiere medieval-themed family dinner attraction. An authentic jousting tournament, exquisite horsemanship and dangerous swordplay allows Medieval Times to bring the glory of the Middle Ages to guests through a dynamic two-hour arena performance and four course period-style feast.

Medieval Times USA is headquartered in Irving, Texas with tournament locations in Buena Park, Calif.; Kissimmee, Fla.; Lyndhurst, N.J.; Schaumburg, Ill.; Dallas, Texas; Toronto, Canada; Myrtle Beach, S.C.; Baltimore, Md. and Atlanta, Ga. For more information about Medieval Times, visit WWW.MEDIEVALTIMES.COM or call 1-888-WE-JOUST.

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