



## The Sims 3 Generations Expansion Pack Available on Stores Shelves Next Week

*Pull Pranks, Plan Bachelor Parties, Play With Imaginary Friends, And More With The Sims 3 Generations*

REDWOOD CITY, Calif.--(BUSINESS WIRE)-- Let your inner prankster out! The EA Play Label of Electronic Arts Inc. (NASDAQ:ERTS) today announced that *The Sims™ 3 Generations Expansion Pack\** will be available for purchase next week worldwide. The newest expansion to *The Sims 3*, the best-selling PC game of 2009\*\*, *The Sims 3 Generations* allows players to tell the most fulfilling stories yet, from exploring the imagination-fueled world of childhood, into the rebellious teenage years, and on to an adulthood full of weddings, parties and life's uncertainties. Whether the player prefers to design houses as a builder, create moments as a storyteller, be mischievous as an experimenter, or fulfill lifetime wishes as an achiever, they'll be able to explore every phase of life with new gameplay features, moodlets, objects and more that are specific to each age.

"*The Sims 3 Generations* gives us an opportunity to expand every life stage and the chance for players to delve deeper into each of their special moments," said Scott Evans, General Manager of *The Sims* Studio at EA. "From exploring the creative and playful childhood years, the angst-ridden defiant teenager years, to the moment of time when adults celebrate life through bachelor parties and weddings, we wanted players to have the tools to tell the richest stories possible for any life stage."

With new celebrations to dramatic life events, there are even more ways to be creative. Starting off with the precocious childhood years, players can have their Sims play dress-up as dinosaurs, princes, princesses or astronauts with the new costume chests and then watch them re-enact their favorite stories in one of three themed tree houses; sci-fi, club house, or fairytale castle. In the teenage years, players are introduced to the new punishment system in which teenage Sims can be grounded for pulling pranks and trying to sneak out. Those teenage Sims with the rebellious trait will find it harder to stay at home and will want to pull pranks on others like exploding toilets, color dye in the shower or ding dong ditch, while other Sims may go on to become prom king or queen. Adult Sims have the chance to attend or plan bachelor and bachelorette parties, throw lavish weddings, and go through a mid-life crisis where they may change their look or even change careers. *The Sims 3 Generations* players can capture and keep track of their Sims' life moments with an in-game video camera. Via the new memories system, players will also have the option of uploading and sharing their Sims' memories on [www.TheSims3.com](http://www.TheSims3.com) and Facebook.\*\*\*

For more information about *The Sims 3 Generations* or *The Sims 3*, please visit [www.TheSims3.com](http://www.TheSims3.com). Developed by *The Sims* Studio, *The Sims 3 Generations* for PC/Mac is rated 'T' for Teen by the ESRB, 12+ by PEGI, and 6+ by the USK. To join *The Sims* fans on Facebook and Twitter, visit the official pages at <http://www.facebook.com/TheSims3> and [www.twitter.com/TheSims3](http://www.twitter.com/TheSims3). To download assets, please visit [www.info.ea.com](http://www.info.ea.com).

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

\*\*In North America and Europe according to NPD data, Chart-track UK, Gfk France, Gfk Spain, Gfk-MCC Germany and EA internal estimate.

\*\*\* Conditions and restrictions apply. Please see back of pack for details.

### About The Sims

*The Sims™* franchise, the groundbreaking game series that allows players to create and live a virtual, simulated life on a computer, celebrated 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](http://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. *The Sims 3* enables anyone to play as they want, whether the player prefers to design houses as a builder, create moments as a storyteller, be mischievous as an experimenter, or fulfill lifetime wishes as an achiever. 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>. Join *The Sims 3* Facebook or Twitter communities at [www.facebook.com/thesims3](http://www.facebook.com/thesims3) and [www.twitter.com/thesims3](http://www.twitter.com/thesims3).

## About Electronic Arts

Electronic Arts (NASDAQ:ERTS) is a global leader in digital interactive entertainment. The Company's game franchises are offered as both packaged goods products and online services delivered through Internet-connected consoles, personal computers, mobile phones and tablets. EA has more than 100 million registered players and operates in 75 countries.

In fiscal 2011, EA posted GAAP net revenue of \$3.6 billion. Headquartered in Redwood City, California, EA is recognized for critically acclaimed, high-quality blockbuster franchises such as *The Sims*<sup>™</sup>, *Madden NFL*, *FIFA Soccer*, *Need for Speed*<sup>™</sup>, *Battlefield*, and *Mass Effect*<sup>™</sup>. More information about EA is available at <http://info.ea.com>.

*The Sims* and *Need for Speed* are trademarks of Electronic Arts Inc. *Mass Effect* are a trademark of EA International (Studio and Publishing) Ltd. John Madden, NFL and FIFA are the property of their respective owners and used with permission.

EA  
Cindy Lum, 650-628-3835  
PR Manager  
[clum@ea.com](mailto:clum@ea.com)  
Rachel Steinberg, 650-628-5183  
PR Coordinator  
[rsteinberg@ea.com](mailto:rsteinberg@ea.com)  
or  
fortyseven Communications  
Sara Black, 323-658-1200  
[sara@fortyseven.com](mailto:sara@fortyseven.com)

Source: Electronic Arts

News Provided by Acquire Media