



## EA Unleashes the Hounds in The Sims™ 3 Pets

*For The First Time, The Sims Brings Fully Controllable Pets To Console, Handheld and on PC/Mac*

REDWOOD CITY, Calif.--(BUSINESS WIRE)-- Man's best friend is now your Sim's best friend. The EA Play Label of Electronic Arts Inc. (NASDAQ:ERTS) today announced *The Sims™ 3 Pets*, the newest title from the critically-acclaimed studio that created *The Sims 3*. It will be an entirely new standalone game for the Xbox 360® video game and entertainment system, PlayStation®3 computer entertainment system, Nintendo 3DS™ and an expansion pack\* for the PC/Mac computer systems. *The Sims 3 Pets* enables anyone to play as they want, whether it's the builder who creates the ultimate pet sanctuary, the achiever who solves all the mysteries in town, the experimenter who has a lone Sim and a house full of cats, or the storyteller who expresses himself through the adventures of his Sims and their pets.

"*The Sims 3 Pets* marks the biggest undertaking in our franchise's history, melding the best of *The Sims 3* with an even deeper player experience with the addition of pets," said Scott Evans, General Manager of *The Sims* Studio. "For the first time ever, players will be able to play as their pets and see life through their eyes."

Players take creativity by the reins and play out the stories they want to tell whether it's the single guy in the dog park picking up women or the criminal overlord and her evil cat. Across all platforms, *The Sims 3 Pets* players will be able to create, customize and control over a hundred different kinds of cats and dogs like the Australian Shepherd and the Maine Coon, and can breed and share them with friends providing endless possibilities to create new and exciting breeds. Each platform brings a new world for players to explore from the Xbox 360 and PlayStation 3 versions where players will unlock achievements by solving mysteries around town, the Nintendo 3DS with new lots to unlock to the PC/Mac version where they'll be able to take their pets on play dates or meet other Sims at the dog park, cat jungles and even a horse ranch. With *The Sims 3 Pets*, players will be able to create, control and play with life with their pets.

Unique to the Xbox 360 experience and for the first time in *The Sims'* history players with Kinect™ can take control of their pet and Sims by voice commands, like telling their Sim to be romantic or feeding their dog.

*The Sims 3 Pets* for Nintendo 3DS takes advantage of the hardware's built-in pedometer that tracks player's real life movements. The more a player walks the more Karma Points they earn, which they then can spend to make mischief or give wealth. Using the Nintendo 3DS StreetPass™\*\* function, players can gift pets to other *The Sims 3 Pets* owners in their proximity.

As the next expansion pack to *The Sims 3*, the best selling PC game of 2009\*\*\*, *The Sims 3 Pets* Expansion Pack for PC/Mac brings the exclusive new opportunity to create, customize and play as horses. Players will be able to use their horses as a form of transportation to get around town and also to raise and train them with activities like racing or jumping hurdles.

Starting today, players will be able to pre-order\*\*\*\* to get the Limited Edition game with exclusives. Xbox 360 and PlayStation 3 players will be able to obtain new breeds such as a dog tiger retriever, a dog panda chow, a cat skunk birman as well as other additional pets. PC players will get the exclusive pet store where they'll be able to meet and mingle with neighborhood Sims and get new and unique objects. For more information on the Limited Editions, please visit [www.thesims3.com](http://www.thesims3.com)

Whether the player prefers to customize the newest designer breed or be mischievous with their dog or cat, *The Sims 3 Pets* gives them the tools to play with life and create the perfect pet. *The Sims 3 Pets* for the Xbox 360, PlayStation 3, Nintendo 3DS and PC/Mac is being developed by *The Sims* Studio and is not yet rated by the ESRB. For more information about *The Sims 3 Pets*, please visit [www.TheSims3.com](http://www.TheSims3.com). To download artwork, please visit [www.info.ea.com](http://www.info.ea.com).

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

\*\*Owners of The Nintendo 3DS must have installed an in/outbox and played *The Sims 3 Pets* at least once

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

\*\*\*\*While quantities last

### **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. 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 available for PC, Mac, iPhone®, iPod touch®, mobile devices, PlayStation®3 computer entertainment system, Xbox 360® videogame and entertainment system, Nintendo DS™, Wii™, and Nintendo 3DS. On *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*™, *Madden NFL*, *FIFA Soccer*, *Need for Speed*™, *Battlefield*, and *Mass Effect*™. More information about EA is available at <http://info.ea.com>.

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