



Continue the Adventure with *The Sims Medieval*[™]: Pirates and Nobles

First Adventure Pack for The Sims Medieval to Ship August 2011

REDWOOD CITY, Calif.--(BUSINESS WIRE)-- Unleash your inner pirate or naughty noble in an adventure of epic proportions! The EA Play Label of Electronic Arts Inc. (NASDAQ: ERTS) announced today that *The Sims Medieval*[™]: *Pirates and Nobles* currently in development and will ship in August 2011. *The Sims Medieval: Pirates & Nobles* adventure pack introduces players to new quests, treasure hunting, and hundreds of new objects for their medieval kingdom.

"This first adventure pack to *The Sims Medieval* gives players more freedom to play as they want, which is the earmark of the Sims brand," said Scott Evans, General Manager of *The Sims Studio*. "For our players that want more guided gameplay, they will find new quests and one new Kingdom Ambition, and for those who prefer the sandbox world of *The Sims*, they will find more time to explore life in the Middle Ages."

The Sims Medieval: Pirates and Nobles provides players with more variety and new choices in every aspect of the game. A player's heroic story begins when the Pirates of Aarbyville and the Nobles of Tredony arrive in the kingdom, followed quickly by sword fights, love affairs, grand adventures and mysteries. For those who enjoy the rush of heroic missions, new exhilarating quests expand upon the original adventures like finding the fountain of youth or protecting the kingdom from an evil sorcerer. The war between Tredony and Aarbyville creates a new ambition and opportunity for players to suit up their kingdoms. Players can choose to be anyone from a king or queen to a knight or blacksmith, and with that, prepare for voyage accordingly. Treasure hunting is an exciting new gameplay feature in the pack with maps, shovels, rare treasures and surprising dangers, while challenging players to find hidden objects and search for desirable rewards that will benefit their Hero Sims. Other new items include birds that you can name and train, and interrogation chairs.

The Sims Medieval: Pirates and Nobles has a range of pirate and nobility-themed items that players can use to revamp their creation of legendary swords or embellish their customized royal weddings with new fashion pieces. Bold new signature items can be used as rewards or punishments. As a treat, Hero Sims can now be accompanied by companions such as pet falcons or parrots. If Sims have been more naughty than nice, players can subject them to extreme punishments such as the interrogation chair.

Developed by *The Sims Studio*, *The Sims Medieval: Pirates and Nobles* for PC/Mac will hit shelves in August 2011. To download artwork, please visit www.info.ea.com. For more information about *The Sims Medieval: Pirates and Nobles*, please visit www.info.ea.com or the official website at www.piratesandnobles.com.

*Requires *The Sims Medieval* for PC/Mac Play

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, 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 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 and 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 <http://info.ea.com>.

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