



EA and Dunkin' Donuts Team Up to Add Sweetness to the Highly Anticipated Launch of The Sims Social on Facebook

Making Friends in The Sims Social Has Never Been Easier with the Help of Exclusive Dunkin' Donuts Giftable Items

REDWOOD SHORES, Calif. & CANTON, Mass.--(BUSINESS WIRE)-- Electronic Arts Inc. (NASDAQ: ERTS) and Dunkin' Donuts, America's all-day, everyday stop for coffee and baked goods, today announced a collaboration to feature Dunkin' Donuts products in *The Sims Social* Facebook® game. Players will be able to enjoy Dunkin' Donuts menu items within the game and enhance their gameplay experience and interactions with friends on Facebook®. The collaboration will feature the integration of Dunkin' Donuts products in a fun and relevant way that add a sense of realism to *The Sims Social*.

In *The Sims Social*, players experiment with life, customize their homes in a variety of styles, and create scandals or build meaningful relationships with other Sims (characters unique to *The Sims*™). Helping neighbors clean house or cook food can build friendships that can turn friendships into BFFs and even lead to love. Conversely, pulling pranks can create unexpected enemies. *The Sims Social* presents unique opportunities for players to grow and advance their Sims lives throughout the game. In addition to iconic *The Sims* objects, at launch, *The Sims Social* will feature real world in-game items from partner Dunkin' Donuts.

As part of Dunkin' Donuts' six month *The Sims Social* brand integration campaign, players will be able to gift one cup of coffee and one food item to their Facebook friends every month. These menu items are consumable in *The Sims Social* and gives Sims characters a boost in the game. Players will also collect several consumable Dunkin' Donuts products in the game that unlock when players' Sims work at home and socialize with friends. Lastly, *The Sims Social* players who choose to visit and "Like" the Dunkin' Donuts Facebook page will receive two bonus items to display proudly in their Sim's home. One of these special bonus items is a Dunkin' Donuts-branded beach chair that features a custom animation of their Sim relaxing and enjoying a Dunkin' Donut coffee.

"We are thrilled to be a part of the launch to bring the world's most popular life simulation game to the world's largest social network," said John Costello, Chief Global Marketing and Innovation Officer at Dunkin' Brands. "Our integration with *The Sims Social* gives millions of players a fun and interactive way of connecting with Dunkin' Donuts to get their Sims running in the morning and keep them running all day long with our coffee and donuts. We are extremely excited to engage this vibrant and growing community, and look forward to enhancing their game experience in a way that is meaningful and relevant."

"With the launch of *The Sims Social* on Facebook, Dunkin' Donuts has the opportunity to reach a large and highly engaged audience," said Dave Madden, Senior Vice President of Global Media Sales at Electronic Arts. "This collaboration not only provides real world authenticity to *The Sims Social* but also offers added value to players' experience by rewarding them with content that enhances their gameplay courtesy of Dunkin' Donuts."

To play *The Sims Social*, please visit [Facebook](http://www.facebook.com)[http://www.facebook.com/](http://www.facebook.com). For more information on *The Sims Social*, please visit the game's web site at www.thesimssocial.com.

For more information about Dunkin' Donuts, please visit www.DunkinDonuts.com or follow us on Facebook (www.facebook.com/DunkinDonuts) and Twitter (www.twitter.com/DunkinDonuts).

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](http://info.ea.com).

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Publishing) Ltd. John Madden, NFL and FIFA are the property of their respective owners and used with permission.

About Dunkin' Donuts

Founded in 1950, Dunkin' Donuts is America's favorite all-day, everyday stop for coffee and baked goods. Dunkin' Donuts is a market leader in the regular/decaf coffee, iced coffee, hot flavored coffee, donut, bagel and muffin categories. Dunkin' Donuts has earned the No. 1 ranking for customer loyalty in the coffee category by Brand Keys for five years running. The company has more than 9,700 restaurants in 31 countries worldwide. In 2010, Dunkin' Donuts' global system-wide sales were \$6 billion. Based in Canton, Mass., Dunkin' Donuts is a subsidiary of Dunkin' Brands Group, Inc. (NASDAQ: DNKN). For more information, visit www.DunkinDonuts.com.

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