



## The Sims Medieval™: Pirates and Nobles Lands Ashore Today

Now Available For Purchase New Adventure Pack For The Sims Medieval Brings Epic Story, Treasure Hunting, Birds and More!

REDWOOD CITY, Calif.--(BUSINESS WIRE)-- Gather your doubloons. The EA Play Label of Electronic Arts Inc. (NASDAQ:ERTS) announced today that *The Sims Medieval™: Pirates and Nobles* now available across North America. *The Sims Medieval: Pirates and Nobles* is an adventure pack to *The Sims Medieval\**, a new series that places the popular simulated characters from *The Sims* into the Middle Ages and lets players create heroes, venture on quests and control a kingdom. The adventure pack includes a new storyline, additional quests and one new Kingdom Ambition for players to embark on in their medieval kingdoms.

"We set out to take advantage of the great questing feature of the base game and with *The Sims Medieval: Pirates and Nobles* tell an epic story complete with adventure, drama romance, a royal wedding, a courtroom scene and more," said Scott Evans, General Manager of *The Sims* Studio. "It's a kind of storytelling that you won't see in any other Sims game. On top of that we added some great new features, including treasure hunting, interrogation, and pet parrots and falcons."

Players can unleash their inner swash-buckling pirate or regal noble by creating a new Hero Sim or customizing their existing medieval Sim with new clothing and accessories. They begin the epic adventure by choosing a side — pirate or noble — and then the adventure is up to them for how it plays out. They can battle an enemy in a sword fight or explore the exciting new gameplay feature of treasure hunting. Players will have to find hidden objects and search for desirable rewards that will benefit their Sim's quests. Additionally, players embark on exhilarating quests such as finding the fountain of youth, protecting the kingdom from an evil sorcerer, or engaging in a forbidden love affair. Once the story is finished, they can replay the story choosing different quests and see what ending they'll get the next time around.

New to the adventure pack, *The Sims Medieval: Pirates and Nobles* bring birds in a variety of colors and species into the medieval world as lovable, or not so lovable, sidekicks. Players can own a falcon or parrot that they can use to hunt, train, feed, or even send on missions. If one finds that they are unhappy with a rival, parrots can also be sent to do some dirty work and attack the Sim for them. Another useful gameplay feature is the interrogation chair. Players who are looking for more information out of a fellow Sim will find the new item quite useful. The interrogation chair can be used to persuade their enemies to spill their deepest secrets and help players move forward in their quests and Kingdom Ambition. With *The Sims Medieval: Pirates and Nobles*, the new adventures to explore are endless.

*The Sims Medieval* is rated T for Teen by the ESRB. To download artwork, please visit [www.info.ea.com](http://www.info.ea.com). For more information about *The Sims Medieval* please visit [www.info.ea.com](http://www.info.ea.com), or the official website at [www.piratesandnobles.com](http://www.piratesandnobles.com).

\*Requires *The Sims Medieval* for PC/Mac to 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 140 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. 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 <http://info.ea.com>.

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