



EA Teams Up with IAMS to Keep Pets Happy and Healthy for Life in The Sims 3 Pets

Relevant and Creative In-Game Brand Integration Extols the Benefits of IAMS Pet Products

REDWOOD CITY, Calif.--(BUSINESS WIRE)-- Electronic Arts Inc. (NASDAQ:ERTS) today announced a collaboration with Procter and Gamble to feature IAMS® branded pet products in the launch of the new *The Sims 3 Pets* PC Expansion Pack*. The integration will allow players to utilize IAMS pet products in creative, fun and purposeful ways that positively affect the gameplay experience.

With this brand integration campaign, players gain access to numerous IAMS branded items to use in-game ranging from a pet bowl and a smart chew toy to a comfortable dog house and an ergonomic pet bed. Each item serves a specific function and has different effects on the game. The ergonomic pet bed helps increase pets' energy, the smart chew toy helps pets build their fun levels, while the IAMS pet bowl helps fill pets' tummies faster, and the IAMS branded dog house positively impacts pets' energy and comfort. Players will also gain access to decorative IAMS items such as large bags of IAMS pet food and a veterinary certificate to display proudly in their virtual homes. All of these items are available for download today on *The Sims 3* website at www.TheSims3.com.

"We aspired to work with a top-quality pet-food brand to partner on the launch of *The Sims 3 Pets*, as it provides a natural gameplay feel while also delighting *The Sims* community," said Steve Seabolt, Vice President of Global Brand Partnerships at Electronic Arts. "Through this great partnership, we were able to achieve this ground breaking game integration with the IAMS brand."

"We are excited that IAMS will be a part of the new *The Sims 3 Pets* Expansion Pack," said Michel Brousset, associate marketing director for P&G's IAMS brand. "Now even virtual pets will experience the benefits of IAMS products for a happy, healthy lifestyle."

The Sims 3 Pets brings excitement and surprise to Sims' (characters unique to *The Sims™*) lives with pets! Players create the perfect (or imperfect) pets for their Sims, from fierce guard dogs to destructive kittens to trusty horses and more. Players will have the ability to not only choose how a pet looks but also their personality traits as well. With a variety of activities and social interactions waiting to take place, players will take control of their Sims' pets and explore new ways to "Play with Life".

To learn more about *The Sims 3 Pets*, please visit [The Sims 3 Pets](http://TheSims3.com) website. For more information on advertising opportunities within EA's digital entertainment properties, please email: advertise@ea.com. For more information on IAMS pet products, please visit the IAMS website at: <http://www.iams.com/index>

*Requires *The Sims 3* base game to play

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>.

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 10-year anniversary in 2010 and has sold more than 140 million units since its launch in February 2000. Now translated into 20 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 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™. Join *The Sims 3* Facebook or Twitter communities at www.facebook.com/thesims3 and www.twitter.com/thesims3. In August, 2011, *The Sims Social* browser-based game launched on Facebook and within one month garnered an impressive 50M monthly active users and secured the #2 position on Appdata's chart of top Facebook games. To play *The Sims Social*, visit www.facebook.com/TheSimsSocial.

About Procter & Gamble

P&G touches and improves the lives of about 4.4 billion people around the world with its portfolio of trusted, quality brands. The Company's leadership brands include Pampers®, Tide®, Ariel®, Always®, Whisper®, Pantene®, Mach3®, Bounty®, Dawn®, Fairy®, Gain®, Pringles®, Charmin®, Downy®, Lenor®, Iams®, Crest®, Oral-B®, Duracell®, Olay®, Head & Shoulders®, Wella®, Gillette®, Braun®, Fusion®, Ace®, Febreze®, and Ambi Pur®. With operations in about 80 countries, P&G brands are available in more than 180 countries worldwide. Please visit <http://www.pg.com> for the latest news and in-depth information about P&G and its brands.

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