



EA Releases The Sims FreePlay App on iPad, iPhone and iPod Touch for Free

Create and Customize up to 16 Different Lives for Countless Ways to Play; Now Debuting on iPad for the First Time

REDWOOD CITY, Calif.--(BUSINESS WIRE)-- Play with life...for free*! EA Mobile™, a division of Electronic Arts Inc., (NASDAQ:ERTS) and the world's leading mobile games publisher, today announced the launch of *The Sims™ FreePlay*, brand new app that lets users experience the best-selling** life-simulation franchise *The Sims™* on iPad®, iPhone® and iPod Touch®. In *The Sims FreePlay*, players can build, customize and orchestrate a town of Sims for free on their mobile devices, including a version optimized for the iPad for the first time.

The Sims FreePlay offers countless ways to play, giving fans the ability to:

- Develop the storylines of up to 16 different Sims—from fashionistas and party animals to geeks and vigilantes—who all live simultaneously in a world that follows a real-time, 24-hour clock
- Choose from 1,200 ways to customize their dream homes or get fully-furnished houses for their Sims
- Form relationships between their Sims with a slap, a high-five—and sometimes even some Woohoo!
- Take part in meaningful activities from caring for pets to growing gardens—even baking
- Give their Sims careers and earn Simoleans to improve their situations

"*The Sims FreePlay* app is a huge step forward in our mobile strategy," said Bernard Kim, Senior Vice President of Sales and Marketing for EA Interactive. "We've taken a franchise that is a best-selling brand in nearly every major video game market worldwide, optimized it for iPad and made it free for all iOS users. That opens the door for our mobile business to continue to grow while immersing new fans in a brand as wildly popular as *The Sims*."

The free mobile game is also packed full of challenges and opportunities to earn Simoleans, the in-game currency that increases the fun. From career-based achievements to simple actions such as checking each of their Sims' virtual mailboxes daily, players can earn Simoleans and rewards that help them make a town bustle with pet stores, car dealerships and supermarkets. Lifestyle Points can also be purchased to allow users to blaze through levels, unlock features early and purchase hip items.

The Sims FreePlay is now available for free on the iPad, iPhone and iPod Touch from the [App Store](#). For more information on *The Sims* franchise, please visit <http://thesims.com>. Like us on [Facebook](#) or follow us on [Twitter](#)®. For more information about this product, please visit www.EAMobile.com.

EA Mobile has a solid reputation for its pioneering and market leadership in mobile gaming. For more information about EA Mobile, please visit www.EAMobile.com, join us on Facebook at www.facebook.com/EAMobile or follow us on Twitter at www.twitter.com/EAMobile.

*wireless fees may apply.

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

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 more than 300 million downloads of player-created content including: *The Sims* characters, houses, stories and more. *The Sims 3* community site, www.thesims3.com, welcomes more than five million unique visitors monthly, handles

more than 100 content downloads every minute and more than 3.5 million uploads to date. In addition, *The Sims 3* has a broad range of community channels reaching millions of fans daily. *The Sims 3* YouTube Channel videos have been viewed more than 65 million times and *The Sims 3* Facebook and Twitter pages have a combined fan base of more than 10 million. 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 3* at <http://www.youtube.com/user/TheSims>. Join *The Sims 3* Facebook and Twitter communities to see what fans have to say about the game at www.facebook.com/thesims3 and www.twitter.com/thesims3. *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™. 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 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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