



Katy Perry Joins Creative Forces With EA's The Sims

Exclusive Collaboration Kicks Off with Katy Perry-themed Collector's Edition for The Sims 3 Showtime Expansion Pack Available for Pre-order** Today*

REDWOOD CITY, Calif.--(BUSINESS WIRE)-- Electronic Arts Inc. (NASDAQ:EA) today announced the beginning of an extensive and exclusive creative collaboration between Katy Perry, one of today's biggest superstars, and *The Sims*[™], one of the most popular gaming series of all-time***. In collaboration with Perry, the world-renowned *The Sims* Studio plans to develop multiple games within *The Sims* franchise featuring special Katy Perry themed in-game content and virtual goods. The relationship kicks off with a special Collector's Edition for *The Sims*[™] 3 *Showtime*, launching in March 2012. Katy Perry will also be featured in all-new advertising and marketing campaigns for the brand.



"Today marks the start of the most integrated and exciting collaboration with any artist in the history of *The Sims*," said Steve Schnur, Worldwide Executive of Music for EA. "Katy Perry has been a fan of *The Sims* for several years, and her Simlish recording of her hit 'Hot and Cold' featured in *The Sims*[™] 2 series quickly became the most popular Simlish music video to date. We couldn't be more excited to work with Katy and bring her distinctive talents, style and personality to the franchise's global fan base. No performer could better represent the humor and fun of *The Sims* brand."

"I love how you're able to play out different stories through your Sims characters - giving them different careers and watching them succeed," said Perry. "It's cool to see the Sims' stage performances in *The Sims 3 Showtime* decked out just like my California Dreams Tour — even my cotton candy video screens are in there! I always like to think of myself as a cartoon, and now I'm a Sim!"

Katy Perry became the first artist in history to spend 52 consecutive weeks in the top 10 of the Billboard Hot 100. Perry's *Teenage Dream* produced five #1 hits, an accomplishment equal only to Michael Jackson's *Bad* album and making her the only female artist in history to achieve this feat.

Katy Perry will work closely with *The Sims* Studio to create accessories, clothing, hairstyles, furniture and props in *The Sims* games that truly celebrate the imagination that she brings to her performances, music videos and life. Katy Perry will also be featured throughout *The Sims* television advertising campaigns, online communications and retail marketing around the world.

Katy Perry joins creative forces with EA's The Sims (Photo: Business Wire)

downloadable content including an Ultimate Stage bonus venue, iconic Katy Perry themed items, and an exclusive poster. This iconic content includes fashions, a guitar, a hairstyle and various Katy Perry themed stage props.

Available for pre-order** today, players can make their rise to fame in *The Sims*[™] 3 *Showtime Katy Perry Collector's Edition*. This Collector's Edition includes *The Sims 3 Showtime* Expansion pack, plus

In *The Sims 3 Showtime*, the latest expansion pack to the critically-acclaimed *The Sims 3*, players can venture into a new world and play out a rags-to-riches story with their Sims as they become superstar singers, acrobats and magicians, or even moonlight as a DJ. Players can watch their Sims rise to fame — or go down in flames — as they perform on stage in front of cheering crowds in all new venues. On the way to the top, players will have more tools to tell their Sims' stories the way they want to including the ability to customize stages, create Sims with all-new clothing options, traits, skills and lifetime wishes and interact with objects like the new pool table, karaoke machine and mechanical bull. New connected features allow players the opportunity to share their big moments and connect with friends and fans of *The Sims* like never before. Using the all-new

optional SimPort feature, players can send their Sim on tour to perform in their friend's world. Along the way, players can earn achievements for accomplishing special challenges that will be rewarded with new badges and that can be viewed and shared on the new in-game player profile and wall.

In addition to the Katy Perry themed Collector's Edition, a Limited Edition version of *The Sims 3 Showtime* is also available for pre-order** while supplies last. When pre-ordered, these products feature the Ultimate Stage bonus venue. Players can place this fully customizable venue in their world and will be able to use it as an additional stage for their Sims to perform on, complete with in-game props, backgrounds, lights and special effects.

For more information, please visit <http://thesims.com/katyperry> or <http://thesims.com/showtime>, like the game on [Facebook](#) and follow us on [Twitter](#)®. For more information on *The Sims 3*, please visit <http://www.thesims3.com/>.

*Requires *The Sims 3* for PC/Mac to play.

**While supplies last. Conditions and restrictions apply. See http://store.origin.com/store/ea/en_US/pd/productID.241940500?sourceid=ea5068 for details.

***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 variety of gaming platforms, 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 70 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* 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™. In August, *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:EA) 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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Photos/Multimedia Gallery Available: <http://www.businesswire.com/cgi-bin/mmg.cgi?eid=50134755&lang=en>

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