



Make Your Rise to Fame in EA's The Sims 3 Showtime

Newest Expansion Pack and The Sims 3 Showtime Katy Perry Collector's Edition Available Today

REDWOOD CITY, Calif.--(BUSINESS WIRE)-- Stand out from the crowd and let your true performing talents shine! The Maxis label of Electronic Arts Inc. (NASDAQ:EA) today announced that *The Sims™3 Showtime Expansion pack* is now available at retailers nationwide and for digital download on PC and Mac. *The Sims 3 Showtime* is the newest expansion pack to the wildly popular *The Sims 3* and gives players a new outlet to play with life in the glamorous world of Starlight Shores. Also available today is the much anticipated *The Sims 3 Showtime Katy Perry Collector's Edition Expansion pack*, featuring in-game Katy Perry-themed outfits, props and objects. Sims (characters unique to *The Sims*) will make their rise to fame in *The Sims 3 Showtime* as a singer, magician, acrobat or DJ, and build skills necessary to put on a showstopping performance. Honing talents, acquiring crowd approval and showcasing unique skills are just the beginning steps to becoming a mega-star. Sims will also need to navigate the town's proprietors by auditioning to prove their talents are worthy of the stage. Successful auditions will lead to larger and grander performance venues, where Sims will showcase their skills and ultimately fulfill their fantasies of achieving superstardom.



"*The Sims* is the world's most popular life simulation game. It allows you to create and control just about every aspect of life," says Scott Evans, General Manager of *The Sims* Studio. He continues, "With every game that we build in *The Sims* Studio, we want to empower players to explore, create, and share their own stories with the world. We believe that *The Sims 3 Showtime* truly evokes new ways to play with life."

The Sims 3 Showtime offers more fun for everyone. New to the game is the option for players to fully customize their own performance stages. Fog machines, spotlights and confetti are just a few of the stage props available for players to enhance their Sims' performance stages. New, extensive areas are ready to explore in the town of Starlight Shores, where players can watch their Sims succeed or epically fail as they transition from one venue to the next. Using new on-stage objects, players are able to further experiment within the performance careers to catapult their Sims to success or bestow the deadly grim reaper upon their fate.

For the first time ever, *The Sims 3* introduces connected features into the game. Players will be given the option to log in and connect using their 'My Page' account information from www.TheSims3.com. By logging in, players will be able to view their player profile and wall, as well as access various other connected features such as messages to friends, friend requests and an all-new feature, SimPort. The innovative SimPort feature will now enable players to send their Sims on tour to one another's games. SimPort makes storytelling and sharing experiences with friends simple and fun. The use of SimPort leads to greater rewards, including stamps, simoleons, lifetime happiness and exclusive in-game content.

Katy Perry posing with her Sim (Photo: Business Wire)

The Sims 3 Showtime Expansion pack on PC/Mac has a MSRP of \$39.99, is rated "T" for Teen and is available in stores and as a digital download nationwide and throughout Europe this week. In addition, *The Sims 3 Showtime Katy Perry Collector's Edition Expansion pack* retails for \$49.99 and includes special Katy Perry-themed in-game content and an exclusive poster. Also available is *The Sims 3 Plus Showtime*, which bundles *The Sims 3* base game with *The Sims 3 Showtime Expansion pack* and retails for \$49.99.

For more information, please visit <http://thesims.com/showtime>, "Like" the game on [Facebook](https://www.facebook.com/thesims3) and follow us on [Twitter](https://twitter.com/thesims3)®.

*Requires *The Sims 3* 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 variety of gaming platforms, celebrated its 10-year anniversary in 2010 and has sold more than 150 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* global Facebook and Twitter pages have a combined fan base of more than 22 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. 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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EA
Brooke Bauguess, 310-754-7312
PR Director
bbauguess@ea.com
Nicole Morrison, 650-628-5295
PR Specialist
nmorrison@ea.com
or
fortyseven communications
Laura Weir, 323-658-1200
laura@fortyseven.com

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