



March 4, 2013

## EA Launches The Sims 3 University Life

*First Expansion of 2013 From The Sims 3 Is Available Worldwide This Week*

REDWOOD CITY, Calif.--(BUSINESS WIRE)-- Get ready to party with class as the Maxis Label of Electronic Arts Inc. (NASDAQ: EA) today announced that *The Sims™ 3 University Life Expansion Pack* for PC/Mac launches tomorrow across North American retailers and on [Origin.com](http://Origin.com). *The Sims 3 University Life* introduces an all-new college world for Sims to leave home and embark on a journey to higher education. Not only will Sims attend classes and prepare for exams, they will meet new friends, dabble in different social groups and make memories to last a lifetime. *The Sims 3 University Life* gives players the opportunity to build new skills, engage in more activities and experiment with objects specific to their major to further their Sims' lives.

Brittany Henry, Producer for *The Sims Studio* expressed, "I'm thrilled for the release of *The Sims 3 University Life* this week." She continued, "With new places to hang out and quirky features like dumpster diving, mural painting and protests, this pack really offers diversity and something fun for everyone to love."

*The Sims 3 University Life* offers a thriving new world to explore that includes new venues, a campus quad, a lecture hall and new housing options such as dorms, fraternities, sororities and apartments. While at university, Sims will find three social groups that are classified as jocks, rebels and nerds. Sims can build influence with each of these social groups which leads to unique advantages such as earning dream jobs.

Building cred with these social groups is now easier than ever with the help of Sims' new innovative smartphone that appears in their inventory and will guide and track their jock, rebel and nerd influence. Smartphones also build a Sims' social networking skill. Sims can blog, take photos, text and video stream using their upgraded device and share their social experiences with other Sims.

Attending university also provides benefits for Sims post-graduation. Sims that successfully complete one of the six majors at university will get an additional trait slot, advanced entry level in their chosen careers and will perform better at work leading to more frequent promotions. However, university isn't just about hitting the books and earning degrees — Sims can join a protest, attend parties, play juice pong, toss around a flying disc and so much more. As with anything, there's a fine balance that comes with juggling classes and fun.

Players who order *The Sims 3 University Life Expansion Pack* on Origin will also get the exclusive School Spirit Pack with extra content including the Campus Cruiser vehicle, Head of the Class hairstyle and two new face paints to outfit your Sims in essential university style.

*The Sims 3 University Life* is rated "T" for Teen by the ESRB and is available tomorrow on PC/Mac at retailers in North America and on [Origin.com](http://Origin.com). To learn more about *The Sims 3 University Life*, visit [www.thesims.com/university-life](http://www.thesims.com/university-life).

Press assets for *The Sims 3 University Life* can be found at [www.info.ea.com](http://www.info.ea.com).

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

### About *The Sims*

For more than a decade, *The Sims™* has entertained millions of people across the globe and has made an indelible footprint on the interactive world. A world-renowned interactive entertainment phenomenon, *The Sims* has sold more than 150 million units to date and continues to enhance its rich multi-platform portfolio with offerings that inspire creativity and reach one of the broadest audiences in gaming. *The Sims* evolves its magnetic appeal by delivering gameplay experiences that are current, compelling and above all, entertaining. A microcosm of society, *The Sims* gives players the ability to play with life by creating and controlling virtual lives and telling meaningful stories. Hundreds of millions of players' creations have been shared and downloaded by one of the most active player communities in the world and the viral appeal of *The Sims* is further evidenced by its 30 million fans across global social networks. With a variety of unique gameplay themes, engaging content and collaborations with top brands and artists, there is something for everyone to love in *The Sims* and to play anytime, anywhere.

on the platform of their choice. For more information about *The Sims*, visit [www.thesims.com](http://www.thesims.com).

## **About Electronic Arts**

Electronic Arts (NASDAQ: EA) is a global leader in digital interactive entertainment. The Company delivers games, content and online services for Internet-connected consoles, personal computers, mobile phones, tablets and social networks. EA has more than 275 million registered players and operates in 75 countries.

In fiscal 2012, EA posted GAAP net revenue of \$4.1 billion. Headquartered in Redwood City, California, EA is recognized for a portfolio of critically acclaimed, high-quality blockbuster brands such as *The Sims*™, *Madden NFL*, *FIFA Soccer*, *Need for Speed*™, *Battlefield*™ and *Mass Effect*™. More information about EA is available [at ea.com](http://ea.com).

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Source: Electronic Arts Inc.

News Provided by Acquire Media