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EA Makes a Splash With The Sims 3 Island Paradise

Set Sail With The Latest Expansion Available Worldwide This Week

REDWOOD CITY, Calif.--(BUSINESS WIRE)-- Summer is officially here and it's time to make your escape in the hottest expansion pack to release from *The Sims*™ Studio. Today, the Maxis™ Label Electronic Arts Inc., (NASDAQ: EA) announced that *The Sims 3 Island Paradise* Expansion Pack* for PC/Mac® is now available across retailers in North America and on Origin.com. For the first time ever, players can dive beneath the waves and explore what lies on the ocean floor, build and cruise along on their very own houseboat to discover uncharted islands or create and run a five-star resort experience. With so many innovative features introduced for the first time in *The Sims* PC gaming franchise, *The Sims 3 Island Paradise* truly opens up a world of new possibilities for players to discover on land and in sea.

"In *The Sims 3 Island Paradise*, *The Sims* Studio has brought to life a tropical vacation for players to experience without ever having to leave home," says Ryan Vaughan, Producer for *The Sims*. "With so many new gameplay features included in this game, players will be able to explore, inhabit and discover beachside bliss just as they would in real life."

In *The Sims 3 Island Paradise*, players can snorkel and scuba dive beneath the sea where they will discover an aquatic world filled with sea life, collectibles, caves and sunken treasure. Underwater explorations can lead to many new adventures including befriending mermaids, spotting legendary sea monsters and potentially life-threatening encounters with sharks.

For players looking to move around and explore the different islands, a houseboat may be their perfect new abode. These fully customizable floating homes make a first time appearance in any Sims game and give players the option to extend their explorations by living a life fully at sea or by breaking away for a day's escape.

It's not all fun in the sun though. Players seeking management opportunities will reap the benefits of building and owning their own resort. Be it a family-friendly resort of waterslides and buffet tables, a romantic retreat with bungalows in the sand, or a singles resort that features pool bars, players will make management decisions that will affect their resort's success. Whether it's adding in pools and fire walk pits, upgrading guest rooms or selecting from daily beverage specials, players will be able to fine-tune their resort's amenities based on feedback received from customer reviews.

Players looking to add a little heat to their island getaway can order *The Sims 3 Island Paradise* on Origin and get the Carnival Costumes Pack**, featuring two exclusive outfits to make any tropical night more festive. Female Sims will be the life of the party in a feather-clad costume while male Sims can spread their wings like a peacock in an ostentatious ensemble.

The Sims 3 Island Paradise is rated "T" for Teen by the ESRB and is available today on PC/Mac at retailers in North America and on Origin.com. To learn more about *The Sims 3 Island Paradise*, visit <http://www.thesims.com/the-sims-3-island-paradise>.

Press assets for *The Sims 3 Island Paradise* can be found at www.info.ea.com.

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

**Conditions and restrictions apply, see [URL](#) for details.

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.

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 and tablets. EA has more than 285 million registered players and operates in 75 countries.

In fiscal year 2013, EA posted GAAP net revenue of \$3.8 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 www.ea.com/news.

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