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The Sims 4 Gameplay Revealed at Gamescom

European Fans the First to Experience Revolutionary New Sims

REDWOOD CITY, Calif.--(BUSINESS WIRE)-- Life just got better. Electronic Arts Inc. (NASDAQ: EA) today announced the first details for *The Sims™*, the next-generation of the hit life simulator franchise launching in 2014. *The Sims 4* gives fans an entirely new way to experience the excitement and delight of life's moments. Built on a brand new technology platform, *The Sims 4* empowers players to create and control an entirely new generation of Sims like never before. Through powerful new creative tools and dynamic, emotion-rich gameplay, every relationship is interwoven to create a ripple effect that shapes the life journey of the Sims. The world debut gameplay trailer for *The Sims 4* is available to view at www.TheSims.com.

"Over 10 years ago, we created a genre, now we're taking our most revolutionary step forward by focusing on the heart of the franchise, the Sims themselves," said Rachel Franklin, VP and Executive Producer for *The Sims 4*. "The magic of *The Sims* has always come from the combination of the player's creativity and the Sims' free will, and in *The Sims 4* we're taking this further by unlocking more possibilities and deeper gameplay opportunities. *The Sims 4* is the bold leap for the franchise where each Sim now has a rich emotional center that drives meaningful social interactions. Your ability to affect the mind, body and heart of these new Sims brings your stories to life in a way that is more personal than ever before."

The Sims 4 brings all new ways to play with life. Built on the foundation of a brand new technology platform, the nuance and delight of being human come together to create more intelligent, more emotionally rich and more relatable Sims. These Sims have evolved into beings whose every action is informed and affected by interactions and emotional states. Because players are in control of life's triumphs and failures, life's moments make stories richer, Sims more relatable and their homes more personal. Pair these revolutionary new Sims with brand new creative tools that are powerful, agile and tactile, and the result is a provocative new gameplay experience that powers a new era for *The Sims*.

Pre-orders begin today at www.TheSims.com/TheSims4. Those who pre-order now will receive the Limited Edition which comes with the Life of the Party Digital Content. *The Sims 4* will be available for PC in 2014 and is not yet rated by the ESRB. For the latest on *The Sims 4* please visit the all-new franchise website at www.TheSims.com

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 175 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 300 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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