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The Sims 3 Into the Future Now Available

Boldly Go Where No Sims Have Gone Before!

REDWOOD CITY, Calif.--(BUSINESS WIRE)-- Dust off that trusty Time Almanac and leap through the Time Portal into the future to find adventure! Electronic Arts Inc., (NASDAQ: EA) today announced that *The Sims™ 3 Into the Future* Expansion Pack* for PC/Mac® is now available at retailers across North America and on Origin.com. *The Sims 3 Into the Future* is the first time in the history of the franchise that Sims have broken through the space and time continuum to enter a new land to meet their descendants, play with technologies of tomorrow, and change the destiny of their entire world.

"Our fans have been asking to take their Sims to the future for quite some time and we're delivering that all-new experience with the world of Oasis Landing in *The Sims 3 Into the Future*," said Kari St. John, Senior Producer for *The Sims 3 Into the Future*. "Sims will eat, sleep, shower, and even WooHoo in new ways thanks to the advancements in future technology. With new creative tools like Create-A-Plumbot to customize unique Plumbots with traits of their very own and the ability to affect the outcome of the future based off the Sim's present day actions, we can't wait to see what kind of stories our fans will tell."

Set against the backdrop of the new world of Oasis Landing, *The Sims 3 Into the Future* gives Sims an opportunity to discover new adventures when they travel back and forth between the future and present worlds. Leap far into the future to experience new technologies such as wind carvers, dream pods, food synthesizers and more. Along with the advanced future living, players will be able to customize and create Plumbots to help them raise kids, cook meals and more. In a first for the franchise, decisions made in the present world can alter the future of Oasis Landing and change a Sim's legacy. Blaze a trail towards Utopia and find a future filled with happy self-hugging Sims, or chart a Dystopian course and lead Oasis Landing into a state of desolation. Players will uncover new stories when they leap forward in time with *The Sims 3 Into the Future*.

The Sims 3 Into the Future is rated T for Teen by the ESRB and is available today on PC/Mac at retailers in North America and on Origin.com. It will be available internationally on the 24th and 25th of October. To learn more about *The Sims 3 Into the Future*, visit: TheSims.com.

Press assets can be found at: www.info.ea.com.

*Requires *The Sims 3* base game 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 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. 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 www.ea.com/news.

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