



June 9, 2014

## The Sims 4 Available September 2, 2014

*Tell Deeper, Richer, Weirder Stories in the Best Life Simulation Game Ever*

REDWOOD CITY, Calif.--(BUSINESS WIRE)-- It's time to save up those vacation days, life gets better in 85 days. Electronic Arts Inc. (NASDAQ: EA) today announced that *The Sims*™ is arriving on PC starting September 2 in North America. *The Sims 4* is the *only* game where the new generation of smarter Sims with big personalities gives players the power to play with life and create meaningful, and sometimes weirder, stories. A new trailer showing these compelling new gameplay experiences is available to view [HERE](#).

"On September 2 our fans will be able to experience why we believe *The Sims 4* is the best life simulation game ever," said Rachel Franklin, VP and Executive Producer for *The Sims 4*. "These are brand new Sims whose traits, emotions and aspirations combine to define more meaningful personalities than you've ever played with before. You decide not only what they look like, but more importantly, who they are. The combination of these new Sims, our powerful new creative tools, and the all-new Gallery add up to the best game we've ever made."

*The Sims 4* takes this best-selling franchise to an entirely new generation. Our new Sims have been reinvented into smarter, emotionally rich characters who come to life through a combination of their free will and player direction. Players control the mind, body, and *now* the heart of these new Sims and bring their stories to life with richness and texture that has never before been possible in the franchise. Pair these revolutionary new Sims with brand new creative tools that are powerful, tactile, and easy to use, and the all-new Gallery, which allows players to access other players' *The Sims 4* user generated content directly from the game, and the result is a stimulating new gameplay experience that powers a new era for *The Sims*.

Pre-orders are available at [www.TheSims.com/TheSims4](http://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* is not yet rated by the ESRB.

### 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. 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 and tablets. EA has more than 300 million registered players around the world.

In fiscal year 2014, EA posted GAAP net revenue of \$3.6 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, EA SPORTS™ FIFA, Battlefield™, Dragon Age™ and Plants vs. Zombies™. More information about EA is available [www.ea.com/news](http://www.ea.com/news).

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Photos/Multimedia Gallery Available: <http://www.businesswire.com/multimedia/home/20140609005909/en/>

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Source: Electronic Arts Inc.

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