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## The Sims 4 Now Available on PC

*Sims with Big Personalities Create All-New Possibilities*

REDWOOD CITY, Calif.--(BUSINESS WIRE)-- It's time to create and control a new generation of Sims. Today, Electronic Arts Inc. (NASDAQ:EA) announced that *The Sims™* is now available on PC in North America. *The Sims 4* gives players the power to create Sims filled with personality and discover a new way to play with life, where every decision opens up an ever-evolving world of meaningful possibilities.

"Every Sim is unique in *The Sims 4*, your own individual creations that come to life with big personalities and endless possibilities," said Rachel Franklin, Executive Producer for *The Sims 4*. "Who they are on the inside changes the way you play. Your Sims embody the traits and aspirations you give them in *The Sims 4*, and playing out their charming, hilarious and crazy stories has never been more fun."

In *The Sims 4*, the Sims are smarter, more relatable and emotionally aware. Every action is affected by who they are, what they're thinking, and how they're feeling. Players control the mind, body, and *now* the emotions of these new Sims, which brings their stories to life with richness and texture that has never before been possible in the franchise.

One of the fundamental tenets of *The Sims* experience is the ability for players to express their personal creativity - in both the Sims they create and the homes that they build for them. Create A Sim and Build Mode have been completely rebuilt to be more powerful and tactile than ever, featuring direct manipulation and drag and drop functionality. Additionally, players can now share their creations with other players directly in the game. In the all-new Gallery players can upload or download Sims, houses and individual rooms, making it easier than ever for players to populate their world.

New Sims with unique personalities and rich emotions, combined with powerful creative tools and the ability to share via the in-game Gallery, come together to provide an exciting new gameplay experience, empowering a whole new era for *The Sims*.

*The Sims 4* is rated T for Teen by the ESRB. Join the conversation on [Facebook](#) and on [Twitter](#) using #TheSims4. For more information please visit [www.thesims.com](http://www.thesims.com) and to download assets please go to [info.ea.com](http://info.ea.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. 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 at [www.ea.com/news](http://www.ea.com/news).

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