

## HIGHLIGHTED SESSION FOR EA'S *THE SIMS 3* ANNOUNCED FOR MI6 VIDEO GAME MARKETING CONFERENCE

### EA Play Marketing VP to Discuss Marketing and Launching 2009's Best-selling PC Game\* and Showcase *The Sims 3 Ambitions* Expansion Pack\*\*

LOS ANGELES, CA – March 17, 2010 – [MI6](#), the association dedicated to the success of marketing and promotion professionals in the video game and interactive entertainment community, today announced that John Buchanan, vice president of marketing for the EA Play Label of Electronic Arts Inc. (NASDAQ: ERTS), will lead a session titled “Inside *The Sims*™ 3 – Marketing and Launching 2009's Best-selling PC Game,” focusing on the industry-changing *The Sims* franchise at the 5<sup>th</sup> Annual Video Game Marketing Conference on April 1, 2010 in San Francisco.

In celebration of *The Sims* 10<sup>th</sup> anniversary, this session will be a retrospective with key takeaways from a decade of marketing successes and challenges, and will explain how those experiences have informed the overall marketing of the blockbuster franchise. While the session will look at past campaigns, Buchanan will also showcase the newly announced *The Sims 3 Ambitions* Expansion pack. For the first time ever, players can control their Sims' actions and interactions while they're on the job as they become fearless heroes and ace entrepreneurs pursuing a variety of new paths and impacting their Sims' lives, community, neighborhood, and how the game is played.

“*The Sims* franchise has had a profound impact on the industry and popular culture at large, and the marketing of the brand has been exemplary,” said Jonathan Block-Verk, president and CEO of MI6. “*The Sims* featured session, along with a full day of powerful speakers and content, makes MI6 a can't-miss event for anyone involved in the marketing and promotion of games.”

In addition to *The Sims* session, MI6 has announced a high-level panel titled, “Get to Your Point: Game Distribution 2015.” High-profile panelists from some of the most innovative and influential companies in the business will describe their unique points of view on the mechanisms of video game distribution, the business models they see evolving and their roles and relevance within this new world order. Participants in this session include:

- John Marcom, President Future US – Moderator
- David Perry, CEO Co-Founder, Gaikai.com
- Chris Petrovic, Senior Vice President & General Manager, Gamestop Digital Venture
- Christian Svensson, Vice President Strategic Planning & Business Development, Capcom Entertainment
- Andrew Wilson, Senior Vice President Global Online and Worldwide Development, EA SPORTS

The 2010 MI6 Conference theme is “It's Everybody's Game Now” and it will take place at the Grand Hyatt in San Francisco on April 1. For more information visit [www.mi6conference.com](http://www.mi6conference.com) and follow [@MI6Gaming](https://twitter.com/MI6Gaming) on Twitter.

\* According to NPD Data

\*\* Requires *The Sims 3* for PC/MAC to play.

*The Sims 3 Ambitions* for PC/Mac has not yet been rated by the ESRB.

### About MI6

MI6 is a non-profit association dedicated to maximizing the effectiveness and supporting the success of marketing, promotion and advertising professionals involved in the interactive entertainment community. The MI6 Conference and Awards celebrates marketing excellence

overall, while providing an all-inclusive forum for common thought, bond and community. For further information, please visit <http://www.mi6conference.com>.

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