

THE SIMS 3 "LIVE THE DREAM" CONTEST OFFICIAL RULES

NO PURCHASE NECESSARY TO ENTER OR WIN

1. Eligibility: The Sims 3 "Live the Dream" Contest (the "Contest") is open only to legal residents of the fifty (50) United States (including D.C.) who are at least eighteen (18) years old at the time of entry and who did not purchase any products, services or equipment for the purposes of entering this Contest. Employees of Wieden+Kennedy, Freestyle Interactive, Electronic Arts Inc., ePrize, LLC, and any of their parent and affiliate companies as well as the immediate family (spouse, parents, siblings and children) and household members of each such employee are not eligible. The Contest is subject to all applicable federal, state, and local laws and regulations. Void where prohibited.

2. Sponsor: Electronic Arts Inc., 209 Redwood Shores Pkwy, Redwood City, CA 94065.
Administrator: ePrize, LLC, One ePrize Drive, Pleasant Ridge, MI 48069.

3. Agreement to Official Rules: Participation in this Contest constitutes entrant's full and unconditional agreement to these Official Rules and Sponsor's and Administrator's decisions, which are final and binding in all matters related to this Contest. Winning a prize is contingent upon fulfilling all requirements set forth herein.

4. Timing: The Contest begins on June 2, 2009 at 12:00 a.m. Eastern Time ("ET"), ends on July 6, 2009 at 11:59 p.m. ET (the "Contest Period") and consists of three (3) phases as set forth in the chart below.

| Phase | Starts at 12:00 a.m. ET | Ends at 11:59 p.m. ET |
|------------|-------------------------|-----------------------|
| Submission | June 2, 2009 | June 22, 2009 |
| Judging | June 23, 2009 | June 30, 2009 |
| Voting | July 1, 2009 | July 6, 2009 |

Sponsor's computer is the official time-keeping device for the Contest.

5. How to Enter: During the Submission Phase, visit <http://www.youtube.com/thesims> (the "Website") and follow the links and instructions to create or log in to your YouTube account (the "Account"). Creating an Account is free. Once logged into your Account, follow the links and instructions to submit one (1) video including footage from The Sims 3 game or The Sims 3 clips (available at <http://www.thesims3.com>) depicting one (1) of the following scenarios:

- My Coolest Night Out;
- My Swanky Dream Home;
- My Unforgettable Date; or
- My Wildest Neighbor

Be sure to select where indicated the scenario which your video depicts. You will receive one (1) entry into the Contest upon successfully uploading a Video to the Contest Website. By uploading your Video, you agree that your Video conforms to the Video Guidelines and Content Restrictions as defined below (collectively, the "Guidelines and Restrictions") and that Sponsor, in its sole discretion, may remove your Video and disqualify you from the Contest if it believes, in its sole discretion, that your Video fails to conform to the Guidelines and Restrictions. Entries submitted will not be returned.

Video Guidelines:

- The Video must be in Windows Media Video (.avi), .3GP (cell phones), .AVI (windows), .MOV (mac), .MP4 (ipod/psp), .MPEG, .FLV (adobe flash), .SWF (shockwave flash), or .MKV (h.264) format;
- The Video must not exceed two (2) minutes in length;
- The Video should be in 1280 x 720 (16x9 HD) and 640 x 480 (4:3 SD) resolution;
- The Video must not exceed four (4) MB in size;
- The Video must be your original creation and not subject to any third party interests (other than Sponsor's); and
- The Video cannot have been submitted previously in a promotion of any kind or exhibited or displayed publicly through any means.

Content Restrictions:

- The Video must not contain material that violates or infringes another's rights, including but not limited to privacy, publicity or intellectual property rights, or that constitutes copyright infringement;
- The Video must not disparage Sponsor, Administrator or any other person or party affiliated with the promotion and administration of this Contest;
- The Video must not contain brand names or trademarks other than The Sims 3 mark, which entrant has a limited license to use for the sole purpose of creating and uploading a Video in this Contest;
- The Video must not contain footage, images or artwork not created by entrant other than footage from The Sims 3, which entrant has a limited license to film and use for the sole purpose of creating and uploading a Video in this Contest;
- The Video must not contain material that is inappropriate, indecent, obscene hateful, tortious, defamatory, slanderous or libelous;
- The Video must not contain material that promotes bigotry, racism, hatred or harm against any group or individual or promotes discrimination based on race, gender, religion, nationality, disability, sexual orientation or age; and
- The Video must not contain material that is unlawful, in violation of or contrary to the laws or regulations in any jurisdiction where Video is created.

For All Videos: Videos generated by script, macro or other automated means are void. The person who is the authorized account holder of the Account that is used to upload the Video will be deemed to be the entrant. Entrant must have permission from all individuals that are depicted in the Video (if any) to use their name and likeness in the Video and to grant the rights set forth herein. If requested by Sponsor, entrant must be able to provide such permissions in a form acceptable to Sponsor. In the event there is a conflict between the YouTube Terms and Conditions and these Official Rules with regard to this Contest, these Official Rules shall prevail. Uploading a Video constitutes entrant's consent to give Sponsor a royalty-free, irrevocable, perpetual, non-exclusive license to use, reproduce, modify, publish, create derivative works from, and perform and display such Videos in whole or in part, on a worldwide basis, and to incorporate it into other works, in any form, media or technology now known or later developed, including for commercial, promotional and marketing purposes. If necessary, entrant will sign any necessary documentation that may be required for Sponsor or its designees to make use of the non-exclusive rights entrant is granting to use the Video. Released Parties (as defined in Section 9, below) are not responsible for any hardware or software malfunctions, or any lost, late, stolen, intercepted, damaged, incomplete, invalid, un-intelligible, garbled, delayed or misdirected Videos; all of the entries for which will be void. Proof of submission of a Contest entry is not proof of delivery or receipt of an entry by Sponsor or Administrator.

In the event of a dispute as to any Video, the authorized account holder, at time of entry, of the email address used to create the applicable Account used to upload a Video will be deemed to be the entrant and must comply with these Official Rules. The "authorized account holder" is

the natural person assigned an email address by an Internet access provider, online service provider or other organization responsible for assigning email addresses for the domain associated with the submitted address. The entrant may be required to show proof of being the authorized account holder.

6. Winner Determination: Winners will be determined according to the process set forth below.

(a) Judging Phase: During the Judging Phase, a panel of qualified judges determined by Sponsor in its sole discretion will select one (1) entrant from each scenario set forth in Section 5, above, with the highest-scoring Video (the "Finalists") from among all eligible Videos submitted for the respective scenario based on the following criteria ("Judging Criteria"):

- Creativity (25 points);
- Quality (25 points);
- Entertainment value (25 points) and
- Ability to effectively depict the scenario selected (25 points)

In the event of a tie, the entrant whose Video received the highest score in the "Ability to effectively depict the scenario selected" category, as determined by the qualified judges in their sole discretion, will be deemed the applicable Finalist. Sponsor reserves the right to select fewer than four (4) Finalists, if, in its sole discretion, it does not receive a sufficient number of eligible and qualified Videos.

(b) Voting Phase: During the Voting Phase, the Finalists' Videos will be posted in an online gallery for public voting at <http://www.youtube.com/thesims>. Persons who meet the eligibility criteria as set forth in Section 1 will be invited to vote for the Video you believe has the most entertainment value. Limit: One (1) vote per Account holder per day during the Voting Phase. Multiple votes received from any person or email address after the first vote received from that person or email address will be void. Finalists are prohibited from obtaining votes by any fraudulent or inappropriate means, including, without limitation, offering prizes or other inducements to members of the public, as determined by Sponsor in its sole discretion. Subject to the Finalist's compliance with these Official Rules, the Finalist whose Video receives the highest number of valid votes during the Voting Phase will be deemed the potential Grand Prize winner. The remaining three (3) Finalists will be deemed First Prize winners. In the event of a tie, the entrant whose Video received the highest score in the "Ability to effectively depict the scenario selected" category, as determined by the qualified judges in their sole discretion, will be deemed the potential Grand Prize winner. Sponsor reserves the right to award fewer than the stated number of prizes, if, in its sole discretion, it does not receive a sufficient number of eligible and qualified Videos. Sponsor also reserves the right, in its sole discretion, to select an alternate winner for any prize should the voting appear to have been tampered with or manipulated in any way.

For the Voting Phase: Multiple voters are not permitted to share the same email address. Any attempt by any voter to submit more than the stated number of votes by using multiple/different email addresses, identities or any other method will void that voter's Video(s) (if any) and votes and he/she will be disqualified from further participation in the Contest. Use of script, macro or any other automated system to vote is prohibited and all such votes will be void. Released Parties (as defined in Section 9 below) are not responsible for lost, late, incomplete, garbled, delayed, invalid, unintelligible or misdirected votes, which will be void. In the event of a dispute as to any vote, the authorized account holder of the email address used to vote will be deemed to be the voter. The "authorized account holder" is the natural person assigned an email address by an Internet access provider, online service provider or other organization responsible for assigning email addresses for the domain associated with the submitted address.

7. Winner Requirements: Potential winners will be notified by mail, email or phone on or around July 8, 2009. Each potential winner (parent/legal guardian if a minor in his/her state of residence) will be required to execute and return to Administrator, within fourteen (14) days of the date notice or attempted notice is sent, an Affidavit of Eligibility, Liability & Publicity Release ("Affidavit") in order to claim his/her prize. If a potential winner cannot be contacted within a reasonable time period, fails to execute and return the Affidavit within the required time period, is not in compliance with these Official Rules, or prize or prize notification is returned as undeliverable, such potential winner forfeits the prize. If a potential winner is disqualified for any reason, the prize may be awarded to a runner-up, if any, at Sponsor's sole discretion. Only three (3) alternate winners will be selected through this process, after which the applicable prize will remain un-awarded. Acceptance of any prize shall constitute and signify winner's agreement and consent that Sponsor and its designees may use the winner's name, city, state, likeness, photo, Video and/or prize information in connection with the Contest for promotional, advertising or other purposes, worldwide, in any and all media now known or hereafter devised, including the Internet, without limitation and without further payment, notification, permission or other consideration, except where prohibited by law. Without limiting the generality of these Official Rules, winner shall irrevocably grant, transfer, convey and assign to Sponsor the entirety of the rights in and to the Video and all renewals and extensions of copyright, and the right to secure copyright registrations thereto in perpetuity including, without limitation, the rights to use the Video for any and all purposes in any and all media whether now known or hereafter developed, on a worldwide basis, in perpetuity. Winner accepts and acknowledges that Sponsor shall not be obligated to use the Video and that Sponsor in its sole discretion shall have the right to refrain from using the Video. Sponsor shall not incur any liability whatsoever arising out of Sponsor's choice to exercise or refrain from any exploitation of its rights hereunder. Winner will indemnify Sponsor, Released Parties (as defined in Section 9, below) and any licensee of Sponsor against all claims, damages, liabilities, and expenses (including reasonable counsel fees and legal expenses) arising out of any breach of these terms. Prizes will be fulfilled eight (8) to ten (10) weeks after end of Contest.

8. Prizes: There will be four (4) prizes awarded in this Contest. The prizes are as follows:

ONE (1) GRAND PRIZE: The Sims 3 Grand Prize Pack, to include The Sims 3 Collector's Edition Game (approximate retail value ("ARV"): \$69.99), The Sims 3 Flip Video Camera (ARV: \$250), The Sims 3 T-Shirt (ARV: \$12), The Sims 3 Mouse Pad (ARV: \$8) and The Sims 3 Water Bottle (ARV: \$12). Total ARV of Grand Prize: \$351.99.

THREE (3) FIRST PRIZES: The Sims 3 First Prize Pack, to include The Sims 3 USB Drive (ARV: \$12), The Sims 3 T-Shirt (ARV: \$12), The Sims 3 Mouse Pad (ARV: \$8) and The Sims 3 Water Bottle (ARV: \$12). Total ARV of each First Prize: \$44.00.

For All Electronic Items: The ARV of electronic prizes is subject to price fluctuations in the consumer marketplace based on, among other things, any gap in time between the date the ARV is estimated for purposes of these Official Rules and the date the prize is awarded or redeemed.

For All Prizes: Prizes are non-transferable and no substitution or cash redemption will be permitted unless Sponsor, in its sole discretion, determines otherwise. Sponsor reserves the right to substitute a prize (or portion thereof) with one of comparable or greater value, in its sole discretion. Winners are solely responsible for all federal, state and local taxes and any other costs, expenses or fees associated with prize acceptance and/or use not specified herein as being provided. Limit: One (1) prize per person. All prize details are at Sponsor's sole discretion.

9. Release: By participating, entrant agrees to release and hold harmless the Sponsor,

Google, Inc., YouTube, Administrator and their respective subsidiaries, affiliates, suppliers, distributors, advertising/promotion agencies, and prize suppliers, and each of their respective parent companies and each such company's officers, directors, employees and agents (collectively, the "Released Parties") from and against any claim or cause of action, including, but not limited to, personal injury, death, or damage to or loss of property, arising out of participation in the Contest or receipt or use or misuse of any prize.

10. General Conditions: Sponsor reserves the right to cancel, suspend and/or modify the Contest, or any part of it, if any fraud, technical failures or any other factor impairs the integrity or proper functioning of the Contest, as determined by Sponsor in its sole discretion. If terminated Sponsor may, in its sole discretion, determine the winners from among all non-suspect, eligible Videos received up to time of such action using the judging procedure outlined above. Sponsor, in its sole discretion, reserves the right to disqualify any individual it finds to be tampering with the Video process or the operation of the Contest or to be acting in violation of these Official Rules or those of any other promotion or in an unsportsmanlike or disruptive manner and void all associated Videos. Any attempt by any person to deliberately undermine the legitimate operation of the Contest may be a violation of criminal and civil law, and, should such an attempt be made, Sponsor reserves the right to seek damages and other remedies (including attorneys' fees) from any such person to the fullest extent permitted by law. Sponsor's failure to enforce any term of these Official Rules shall not constitute a waiver of that provision.

11. Limitations of Liability: Released Parties are not responsible for: (1) any incorrect or inaccurate information, whether caused by entrant, printing, typographical or other errors or by any of the equipment or programming associated with or utilized in the Contest; (2) technical failures of any kind, including, but not limited to malfunctions, interruptions, or disconnections in phone lines or network hardware or software; (3) unauthorized human intervention in any part of the Video process or the Contest; (4) printing, typographical, technical, computer, network or human error which may occur in the administration of the Contest, the uploading, the processing or judging of Videos or votes or the tabulating of votes, the announcement of the prizes or in any Contest-related materials; (5) late, lost, undeliverable, damaged or stolen mail; or (6) any injury or damage to persons or property which may be caused, directly or indirectly, in whole or in part, from entrant's participation in the Contest or receipt or use or misuse of any prize (including any travel/activity related thereto). Released Parties are not responsible for misdirected or undeliverable Videos or for any technical problems, malfunctions of computer systems, servers, providers, hardware/software, lost or unavailable network connections or failed, incomplete, intercepted, garbled or delayed computer transmission or any combination thereof. Released Parties are not responsible for any third party use of any Video.

12. Disputes: Except where prohibited, entrant agrees that: (1) any and all disputes, claims and causes of action arising out of or connected with this Contest or any prize awarded shall be resolved individually, without resort to any form of class action, and exclusively by the United States District Court for the Eastern District of Michigan (Southern Division) or the appropriate Michigan State Court located in Oakland County, Michigan; (2) any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering this Contest, but in no event attorneys' fees; and (3) under no circumstances will entrant be permitted to obtain awards for, and entrant hereby waives all rights to claim, indirect, punitive, incidental and consequential damages and any other damages, other than for actual out-of-pocket expenses, and any and all rights to have damages multiplied or otherwise increased. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of the entrant and Sponsor in connection with the Contest, shall be governed by, and construed in accordance with, the laws of the State of Michigan without giving effect to any choice of law or conflict of law rules (whether of the State of Michigan or any other jurisdiction), which would

cause the application of the laws of any jurisdiction other than the State of Michigan.

13. Entrant's Personal Information: Information collected from entrant for this Contest is subject to ePrize, LLC's Privacy Policy (<http://www.eprize.com/privacy/privacypolicy.html>) and Sponsor's Privacy Policy (<http://tos.ea.com/legalapp/WEBPRIVACY/US/en/PC/>). Account creation is subject to youtube's privacy policy (<http://www.youtube.com/t/privacy>).

14. Winner List: Winner List requests will be accepted only after the promotion end date (listed above) and no later than November 8, 2009. For the Winner List, send an email with subject line: "The Sims 3 'Live the Dream' Contest, Winner List Request," to WinListRequests@eprizefulfillment.com.

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