



EA to Deliver TRIVIAL PURSUIT across Pogo.Com, Console and Mobile Platforms

REDWOOD CITY, Calif., Sep 24, 2008 (BUSINESS WIRE) -- Gather up your pies and wedges, round up friends and family and join in the fun with the Casual Entertainment Label of Electronic Arts Inc. (NASDAQ:ERTS) as it celebrates the 25th year of TRIVIAL PURSUIT by offering new ways and places to play one of America's favorite board games. TRIVIAL PURSUIT will be released on multiple digital platforms including online at Pogo.com(TM), across several consoles and on mobile phones.

The first version released is TRIVIAL PURSUIT (R) DAILY 20(TM) on Pogo.com. Players will enjoy showcasing their knowledge and skills with a daily dose of interactive online trivia. Answering the questions correctly will earn the player points toward acquiring wedges in pursuit of collecting all the pie pieces by the end of the week. Hop online and play now at www.pogo.com/games/trivial.

The console version of TRIVIAL PURSUIT brings the party to the living room TV allowing players to customize the experience with several ways to play. Players can connect with friends in classic TRIVIAL PURSUIT mode, hone their knowledge with the single player mode, and gather their buddies and bet on their brains with the high stakes mode where every answer counts. TRIVIAL PURSUIT will release on Xbox 360(TM), PlayStation(R)2, PLAYSTATION(R)3 and Wii(TM) in early spring 2009.

For even more fun, EA is bringing TRIVIAL PURSUIT to life on mobile phones from EA Mobile(TM). Fans will learn fun facts, discover odd answers and experience hours of thrills right on a phone. The mobile version has two fun ways to play -- collect wedges and fill your pie in classic mode, or choose to race to the finish line in pursuit mode. Players will be dazzled by rich visuals, animations and sound effects. TRIVIAL PURSUIT from EA Mobile will be available for purchase in North America, Europe and Asia this winter. For more information on carrier availability and pricing, please visit www.eamobile.com.

"TRIVIAL PURSUIT is a beloved game of many families. We're so excited to be able to bring daily bites of fresh new trivia to our Pogo.com players. We have thousands of questions to draw from ensuring every day delivers a new set of fun facts," said Andrew Pedersen, Pogo General Manager. "EA's goal is to give people many ways to play TRIVIAL PURSUIT. Whether playing with family across the country online at Pogo.com, in your living room with friends or on your cell phone while waiting to pick up the kids from school, there's a way for everyone to have fun."

"It promises to be an incredibly exciting year for TRIVIAL PURSUIT fans around the world," said Mark Blecher, General Manager, Digital Media and Gaming, Hasbro. "Often referred to as 'a party in a box', TRIVIAL PURSUIT will celebrate its 25th anniversary by breaking out of the box and landing on a variety of popular online, handheld and console formats allowing a test of wits showdown to unfold in the palm of your hand anytime, anyplace."

About Electronic Arts

Electronic Arts Inc. (EA), headquartered in Redwood City, California, is the world's leading interactive entertainment software company. Founded in 1982, the Company develops, publishes, and distributes interactive software worldwide for video game systems, personal computers, cellular handsets and the Internet. Electronic Arts markets its products under four brand names: EA SPORTSTM, EATM, EA SPORTS Freestyle TM and POGOTM. In fiscal 2008, EA posted GAAP net revenue of \$3.67 billion and had 27 titles that sold more than one million copies. EA's homepage and online game site is www.ea.com. More information about EA's products and full text of press releases can be found on the Internet at <http://info.ea.com>.

About Hasbro

Hasbro, Inc. is a worldwide leader in children's and family leisure time products and services with a rich portfolio of brands and entertainment properties that provides some of the highest quality and most recognizable play and recreational experiences in the world. As a brand-driven, consumer-focused global company, Hasbro brings to market a range of toys, games and licensed products, from traditional to high-tech and digital, under such powerful brand names as TRANSFORMERS, PLAYSKOOL, TONKA, MILTON BRADLEY, PARKER BROTHERS, TIGER, CRANIUM and WIZARDS OF THE COAST. Come see how we inspire play through our brands at <http://www.hasbro.com>. (C) 2008 Hasbro, Inc. All Rights Reserved.

EA, EA SPORTS, EA SPORTS Freestyle EA Mobile, and POGO are trademarks or registered trademarks of Electronic Arts Inc. in the U.S. and/or other countries. DAILY 20 and TRIVIAL PURSUIT, are trademarks of Hasbro. "PlayStation" and "PLAYSTATION" are registered trademarks of Sony Computer Entertainment Inc. Microsoft, Xbox and Xbox 360 are trademarks of the Microsoft group of companies and used under license. Wii is a trademark of Nintendo. All other trademarks are the property of their respective owners.

SOURCE: Electronic Arts Inc.

EA Casual Entertainment - Pogo.com

Honey Hamilton, 650-628-9045

hhamilton@ea.com

EA Casual Entertainment - Hasbro

Alexis Mervin, 650-628-7703

amervin@ea.com

Copyright Business Wire 2008

News Provided by COMTEX