



EA Passes Go to Release Monopoly Across Multiple Video Game Platforms

Digital Versions Complement the Classic Game with New Twists on Gameplay

REDWOOD CITY, Calif., Oct 22, 2008 (BUSINESS WIRE) -- The Casual Entertainment Label of Electronic Arts, Inc. (NASDAQ:ERTS) today announced: MONOPOLY for the Wii(TM), the Xbox 360(R) video game and entertainment system, and the PlayStation(R)2 and PLAYSTATION(R)3 computer entertainment systems is now available at retailers nationwide. The video game, which took inspiration from Hasbro's brand new MONOPOLY Here & Now: The World Edition board game, also is currently available on mobile phones and Pogo.com(TM).

The MONOPOLY video game brings the classic board game into the digital realm with state-of-the-art twists and turns while staying true to the rich 70-year heritage of the original brand.

"It's exciting for EA to bring the world's most popular board game to interactive life on a wide variety of gaming platforms," said Chip Lange, General Manager and Vice President of EA Casual Entertainment. "We've brought a classic game that families have been enjoying for generations into the digital arena, giving players a new way to rediscover and experience their favorite board game."

The MONOPOLY video game makes gameplay accessible for players of all ages and skill levels. The digital versions feature multiplayer capabilities allowing up to four aspiring tycoons to play simultaneously. In addition to classic MONOPOLY gameplay, EA has created several new features including the ability to unlock multiple never-before-seen game boards that each carry a unique theme such as jungle, snowy ice and delectable desserts.

Another digital twist includes shorter bursts of gameplay such as "Richest Mode" which allows players to complete a game of MONOPOLY in 30 minutes or less. Adding to the fun are 12 mini-games that have been designed to keep players engaged and entertained throughout gameplay such as "Get out of Jail" where you saw prison cell bars to escape and "Take a Ride on the Reading" which challenges gamers to stop on-time at each train station.

"MONOPOLY fans worldwide will be enthused about trying their hand at 'winning it all' with this modern classic," said Mark Blecher, General Manager of Digital Media and Gaming at Hasbro. "EA has done a great job of digitally recreating one of the world's best-selling board games, adding features that make the digital experience fresh and fun, but honoring the integrity of MONOPOLY's history."

PRICING, RATING & AVAILABILITY

MONOPOLY for the Wii, Xbox 360 and PLAYSTATION 3 all have a MSRP of \$39.99 while the PlayStation 2 version carries a retail price of \$29.99. All MONOPOLY games are rated "E" for Everyone. The Pogo.com version of MONOPOLY Here & Now: The World Edition, which more than 1.5 million people have already played, is available for free at <http://www.pogo.com/games/monopoly>, while the mobile phone versions are available through major mobile carriers with price varying by carrier. For more information, visit <http://monopoly.ea.com>. For assets, visit <http://press.ea.com>.

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 SPORTS(TM), EA(TM), EA SPORTS Freestyle(TM) and POGO(TM). 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.

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