



EA Casual Games Destination Pogo.com Teams up with PlayFirst to Serve up Diner Dash Family Style to Consumers

Pogo.com Lends Community and Multiplayer Expertise to Breakthrough Bestseller Diner Dash

REDWOOD CITY, Calif., Nov 21, 2008 (BUSINESS WIRE) --

Ditch your desk job and serve up some grub! Electronic Arts Inc. (NASDAQ:ERTS) today announced a collaborative partnership between [Pogo.com](#)(TM) and [PlayFirst](#)(R) to create a brand new multiplayer Diner Dash(R) experience with [downloadable game Diner Dash Family Style](#).

The game will take the breakthrough best seller Diner Dash and add in community and multiplayer features to allow fans to experience the game in a new social environment. *Diner Dash Family Style* allows players to play alongside friends and family, chat, and participate in group challenges while helping fan-favorite Flo(TM) grow her fledgling diner into a five-star restaurant.

[Diner Dash](#) has been a No. 1 hit across major online game portals, mobile and retail, as well as a popular handheld title now including iPhone, since its debut in late 2004. The original game, developed by the award-winning independent studio Gamelab, is now a multi-million dollar brand, spanning multiple sequels and brand extension spinoffs based on the DinerTown (TM) story world.

Features:

- Play through 5 restaurants and 50 levels for hours of fresh, fun gameplay.
- 5 different customer types with different personalities to keep players on their toes.
- Players can build their restaurant empire in career mode or see how long they can serve customers in endless mode.
- NEW! Chat with friends and family while connected to the internet.
- NEW! Participate in cooperative charity challenges to help out your fellow players in their quest for the ultimate diner.

As a bonus, Club Pogo(TM) members will also be able to earn tokens, badges and unlock hilarious Diner Dash themed Pogo mini-items.

"Pairing Diner Dash's exciting and fast paced environment with our community and multiplayer expertise has allowed us to create a game that is not only a ton of fun to play, but also something you can share with your friends and family," said Andrew Pedersen, General Manager of Pogo.com.

"With over 5 million copies of Diner Dash sold, we are constantly looking for new and innovative way for fans of the Diner Dash series to join Flo in her adventures," said Rich Roberts, VP Sales & Business Development, PlayFirst, Inc. "We are thrilled to work with Pogo.com to bring our beloved and bestselling game to their vibrant community."

For more information and to experience some of the best online games on the Internet, visit [www.pogo.com](#). For screenshots and assets, please visit [info.ea.com](#).

About Pogo.com

Pogo.com(TM) is the #1 stickiest online destination in the US¹. The site is home to over 14 million unique visitors a month (worldwide) who play for more than 69 minutes a day¹. Boasting a wide variety of more than 100 free online games including [puzzle](#), [word](#), [casino](#), [classic card](#) and [board](#), Pogo.com features both single-player and multiplayer games. The site offers players an easy-to-use chat feature where millions of people talk about their favorite games, best scores, or simply share stories about their lives. Pogo.com is known for its thriving online community of players who forge life-long friendships through

the site. Pogo has local sites and communities in UK (pogo.co.uk) and Germany (pogo.de). The Pogo.com premium service, Club Pogo, offers players a variety of VIP features including exclusive games, no ad interruptions, private chat and avatars. Club Pogo had over 1.62 million paying subscribers at the end of fiscal 2008.

¹ According to ComScore April 08

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™, EA™, EA SPORTS Freestyle™ and POGO™. 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 PlayFirst Inc.

[PlayFirst](http://www.playfirst.com) is an innovative entertainment company dedicated to making video games appealing to everyone. Engaging consumers through story worlds that capture the imagination, [PlayFirst](http://www.playfirst.com) teams bring quality gaming experiences to life everywhere consumers want to play. [PlayFirst](http://www.playfirst.com) games are available on popular platforms such as PC, Mac, Mobile, iPhone, handheld, and console. The company's portfolio includes award-winning titles such as Diner Dash(R), Wedding Dash (R), Chocolatier(R), and Dream Chronicles(R). [PlayFirst](http://www.playfirst.com) games are available in major retailers and on more than 500 sites in 21 languages. For more information, visit www.playfirst.com.

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