



EA Online Games Destination Pogo.com Adds PICTUREKA! MUSEUM MAYHEM to Its Exhibit of Downloadable Games

Pogo.com Makes Hasbro's Quirky Seek-and-Find Board Game Digital

REDWOOD CITY, Calif., Dec 11, 2008 (BUSINESS WIRE) --

Help save the museum! Electronic Arts Inc. (NASDAQ:ERTS) casual game destination Pogo.com(TM) today announced the release of [PICTUREKA! MUSEUM MAYHEM](#) which is based on Hasbro's award-winning board game PICTUREKA!. The PC game features unique art and compelling game play that's fun for the entire family.

In [PICTUREKA! MUSEUM MAYHEM](#), an unknown culprit gets into the museum after hours and jumbles all of the exhibits. Dinosaur bones have traveled through time to the Space Age exhibit, precious stones are holding court among the fossils, and some priceless artifacts are missing. As the new museum curator, players must reestablish order as quickly as possible by searching for hidden objects that are listed on clue cards. Find all of the items listed in a category to clear the cards and help rebuild and re-organize the museum. It's up to you to restore the museum before time is up and its reputation is ruined.

Key Game Features:

- The game features the distinctive art style of the board game with new quirky illustrations and wacky themes that make the game come to life on your computer screen.
- Play on thousands of different game boards. Dynamically generated boards bring an abundance of game play and challenges for hours of fun.
- Rebuild dozens of wacky and clever exhibits across five themed museum halls including: Prehistoric Culture Hall, Fantastic Tales Hall, Masters of the Ocean Realm Hall, Hall of Broken Records and Galactic Society Hall.
- Track and capture a number of bandits, each with unique personalities. Trap them during security breaches to get higher scores.

PICTUREKA! MUSEUM MAYHEM is currently available on Pogo.com for download in the US and the UK for unconnected desktop play. Players can also experience *PICTUREKA! MUSEUM MAYHEM* while connected to the internet via the game at no additional charge. While connected, players will be able to earn tokens and chat with family & friends while they play. Additionally, Club Pogo(TM) members will be able to earn badges and unlock wacky PICTUREKA! themed Pogo mini-items.

The downloadable version is priced at \$19.95 in the US and GBP 11.95 in the UK. The *PICTUREKA! MUSEUM MAYHEM* PC-CD will be released at retail in early 2009.

"We created *PICTUREKA! MUSEUM MAYHEM* with everyone in the family in mind," said Andrew Pedersen, General Manager of Pogo.com. "We wanted to create a game that is perfect for a quick break for mom during the day or for an entertaining and laugh-out-loud night with the kids around the PC trying to be the first to find the objects."

"PICTUREKA! is a new property in Hasbro's board game portfolio and has quickly become a runaway hit," said Mark Blecher, General Manager of Digital Gaming and Media at Hasbro. "EA has taken the core of the game and added incredibly fun and adventurous layers of interactivity such as themed museum halls and unique game play elements that will appeal to all members of the family. The digital versions of PICTUREKA! allow fans to seek-and-find any time they have a few minutes or hours to spare!"

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 games](#), [word games](#), casino games, classic card games and board games, 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: EATM, EA SPORTSTM, EA SPORTS FreestyleTM 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>.

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About PICTUREKA!

PICTUREKA! is a new picture-finding game where players race to uncover wacky "doodle" images hidden in the nine double-sided game tiles. Players roll the dice to find out which category card to follow. It's either everyone's chance, the highest bidder's chance, or a single player's chance to complete the picture-finding mission before the timer runs out and yell "PICTUREKA!" More information can be found on the Internet at <http://www.hasbro.com/games/kid-games/pictureka>.

About Hasbro

Hasbro, Inc. (NYSE: HAS) 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>. 2008 Hasbro, Inc. All Rights Reserved.

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