



Five Great New Mobile Editions of Hasbro Games You Know and Love Now Available for the Holidays From EA

EA Mobile Releases **MONOPOLY Here & Now: The World Edition** and **YAHTZEE Adventures** for the iPhone and iPod touch; **CLUE**, **RISK**, and **TRIVIAL PURSUIT** for Feature Phones

LOS ANGELES, Dec 17, 2008 (BUSINESS WIRE) --

EA Mobile(TM), a division of Electronic Arts Inc. (NASDAQ:ERTS), today announced the availability of three new feature phone games, as well as two for the iPhone(TM) and iPod(R) touch, sure to stave off boredom on trips to see the family this holiday. The lineup, inspired by popular Hasbro, Inc. (NYSE:HAS) board game brands, includes *MONOPOLY Here & Now: The World Edition* and *YAHTZEE Adventures* for the iPhone or iPod touch as well as *CLUE*, *RISK* and *TRIVIAL PURSUIT*, now ready for download onto feature phones.

"Our alliance with Hasbro continues to benefit EA Mobile customers with our ability to bring favorite popular board game properties to the mobile platform," said Adam Sussman, VP Publishing Americas and Asia for EA Mobile. "Whether it's sending mom to jail in *MONOPOLY Here & Now: The World Edition* or having fun with what you know in *TRIVIAL PURSUIT*, this lineup of games will keep the competitive spirit and fun alive during the holidays."

"EA continues to deliver incredibly fun mobile gameplay experiences based on some of Hasbro's most beloved brands, creating the ultimate personal digital entertainment destination in the palm of consumers' hands," said Mark Blecher, General Manager of Digital Gaming and Media at Hasbro. "These games are great for any time but certainly ideal for family holiday travel. The question often heard from the backseat - 'Are we there yet?' - may finally be replaced with - 'I need five more minutes!'"

***MONOPOLY Here & Now: The World Edition* (iPhone/iPod touch)**

All new movers and properties add an international flair to one of the world's favorite board games, now available for the iPhone and iPod touch! Why buy Baltic when you can own Istanbul? Trade in your Race Car for a Sumo Wrestler. Discover fun facts about exotic destinations with "Did You Know?". Play solo against the computer or Pass n' play for up to four. The ultimate family-friendly entertainment comes alive with animations, multiple board views and customizable rules.

***YAHTZEE Adventures* (iPhone/iPod touch)**

Roll out the fun with *YAHTZEE Adventures* now available for the iPhone and iPod touch! Shake, rattle and roll your way around the world as you rack up high scores in this beloved game of luck and strategy. The speed play option gets you right into the game: shake the device to roll the dice. Tap the dice to strategize and create high-scoring combinations. Explore four game modes including an exciting Battle mode, where you knock opponents down from 100 points to zero. Pass n' play with friends, or try your luck against the computer. Get lucky and you'll score a YAHTZEE!

CLUE

In *CLUE COVER STORY*, you take on the role of an aspiring journalist, in which you must solve the mysterious murder of Mr. Boddy. Search his fantastic hillside mansion to uncover his guests' devious secrets. Record clues on the Crime Map to discover who did it, where and with what to win. The quicker you are, the more stars you'll earn to advance your journalism career (as you know, journalists must report to an editor on a deadline!). Was it Mustard in the Study with the Candlestick? Or Peacock in the Ballroom with the revolver? Help solve the mystery.

RISK

Crush opponents for global domination with distinct tactics and unique levels of aggression. Use strategy to fortify territories and conquer all six continents. Build armies to attack enemies on the march towards domination. Customize gameplay in a single-player Conquest mode on the world map or Quick Play on a single hemisphere. Or out-strategize opponents in the fast-paced two player Pass n' play mode. Without RISK there is no reward!

TRIVIAL PURSUIT

Now you can play this all-time favorite in two great modes. Fill the "pie" with "wedges" in Classic mode. Or use strategy to answer fast and reach the finish line first in new Pursuit mode. Answer up to 1,000 questions on Entertainment, Geography, History and more. Customize each game by setting the number of wedges. Play against the game with three difficulty levels, or play with up to four friends with Pass n' play.

MONOPOLY Here & Now: The World Edition and *YAHTZEE Adventures* are both available globally from the Apple App Store on the iPhone and iPod touch, or by simply visiting www.eamobile.com from an iPhone. *CLUE*, *RISK* and *TRIVIAL PURSUIT* are currently available for purchase globally from wireless carriers. For information on carrier availability and pricing for all EA Mobile games, please visit www.eamobile.com.

About EA Mobile

EA Mobile(TM) is the world's leading wireless entertainment publisher with award-winning games such as *Tetris*(R), *Bejeweled* (R), *The Sims*(TM), and *Need For Speed*(TM). The EA Mobile portfolio also includes casual games based on the company's partnership with Hasbro, Inc. including MONOPOLY, YAHTZEE and SCRABBLE (in the U.S. and Canada) as well as sports blockbusters from the EA SPORTS(TM) brand, including Madden NFL Football, FIFA Soccer and NASCAR(R). EA Mobile develops games for multiple mobile platforms including mobile phones, smartphones, the iPhone(TM) and iPod(R). For more information about EA Mobile, please visit www.eamobile.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. (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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SOURCE: Electronic Arts Inc.

Sparkpr for EA Mobile
Matt Marquess, 415-321-1874
matt@sparkpr.com

or
EA Casual Entertainment
Trudy Muller, 650-628-2926
tmuller@ea.com

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