



EA to Launch LITTLEST PET SHOP Spring before Daffodils Bloom

Latest Nintendo DS Game for Girls Set to Expand Critically-Acclaimed LITTLEST PET SHOP Digital Collection

REDWOOD CITY, Calif., Jan 05, 2009 (BUSINESS WIRE) --

Electronic Arts Inc. (NASDAQ:ERTS) today announced that spring fever has arrived early with work underway to launch *LITTLEST PET SHOP Spring* for the Nintendo DS(TM) in March 2009. Targeting 6-10 year old girls, the game will be the sixth offering in the *LITTLEST PET SHOP* interactive gaming lineup following the highly successful Wii(TM), PC and three Nintendo DS(TM) (Winter, Garden, Jungle) releases in fall 2008.

Inspired by the Hasbro, Inc. (NYSE:HAS) blockbuster toy line, *LITTLEST PET SHOP Spring* for the Nintendo DS will feature a festive and colorful spring environment for girls to explore alongside their favorite sidekicks, including six new, exclusive pets. The fun also gets turned up with all-new playsets as well as four new mini-games for a total of 20 including those from previous Nintendo DS versions. Accessory choices will also expand allowing pets to step into spring in high style. With the addition of 20 new accessories, girls will be able to select from well over 100 hats, glasses, scarves and other fun items.

"The response to our *LITTLEST PET SHOP* video games has been overwhelmingly positive and shown that girls want quality games, too," said Chip Lange, Vice President and General Manager of EA Hasbro. "The team has been barraged with fan mail and girls are already clamoring for the next version so they can keep expanding their *LITTLEST PET SHOP* digital collection. We think they'll be really excited about the Spring theme and it is scheduled to land at retail just in time to hop into Easter baskets."

"EA has done a tremendous job of taking one of the most popular toy brands among young girls and bringing it to life on digital platforms," said Mark Blecher, General Manager of Digital Media and Gaming at Hasbro. "The performance of the first wave of *LITTLEST PET SHOP* games launched in the fall was amazing and we don't expect the momentum behind this property to slow down anytime soon."

LITTLEST PET SHOP Spring is rated "E" for Everyone and will carry an MSRP of \$29.99.

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 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>. (C) 2008 Hasbro, Inc. All Rights Reserved.

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