



EA Confirms Covert Mission to Create Action-Packed G.I. JOE(R) Video Game Inspired by Upcoming Film From Paramount Pictures, Spyglass Entertainment and Hasbro

G.I. JOE Set to Invade All Major Video Game Platforms in Summer 2009

REDWOOD CITY, Calif., Feb 11, 2009 (BUSINESS WIRE) -- Electronic Arts Inc. (NASDAQ:ERTS) today announced that development is underway to bring Hasbro's legendary G.I. JOE(R) brand to all major console and handheld gaming platforms in summer 2009 to coincide with the theatrical release of the *G.I. JOE: THE RISE OF COBRA* live-action movie from Paramount Pictures and Spyglass Entertainment, in association with Hasbro, which opens in theaters August 7, 2009. EA will unveil a "first look" of the *G.I. JOE(R)* video game at Hasbro's Showroom at Toy Fair on February 15-17, 2009 in New York City.

"As Hasbro and Paramount Pictures reignite the G.I. JOE(R) property this year with an all-new toy line and film, EA is excited to play a major role in bringing this icon of pop culture history to a new generation of enthusiasts through interactive gaming," said Chip Lange, General Manager and Vice President of EA Hasbro. "G.I. JOE(R) offers exceptionally rich storylines and a cast of characters that lends itself incredibly well to creating an over-the-top action adventure video game that will thrill gamers as well as G.I. JOE(R) fans."

For fans of all ages, 2009 is gearing up to become another watershed milestone in the timeless franchise by introducing even more new ways to engage, immerse and play within the G.I. JOE(R) universe. The *G.I. JOE(R)* video game will feature an exclusive storyline that picks up where the live-action movie leaves off, allowing players to re-create and re-live the greatest moments from the film, cartoon series and action figure toy line. The game will feature 12 G.I. JOE(R) characters, each with unique abilities and weapons. Adding to the adrenaline rush will be an intense single-screen co-op mode allowing two players to easily unite as a team in a classic struggle between good and evil as they work together to defeat the powers of the COBRA organization. The *G.I. JOE(R)* video game is under development for Xbox 360(R) videogame and entertainment system, PLAYSTATION(R)3 computer entertainment system, Wii(TM), PlayStation(R)2, PSP(R) (PlayStation(R)Portable), Nintendo DS (TM), and mobile devices.

"G.I. JOE(R) has been an icon of action for 45 years," said Mark Blecher, General Manager of Digital Gaming and Media at Hasbro. "EA has tapped the legacy of the G.I. JOE vs. COBRA saga to create an amazing interactive experience inspired by the movie, comic books, animated series and iconography that we hope will resonate with millions of fans."

For more than four decades, G.I. JOE(R) has been one of the premiere brands in the history of boys' toys. Originating the term "action figure" in 1964, Hasbro's G.I. JOE(R) brand ushered in a new play pattern that forever changed the scope of the toy industry. The G.I. JOE(R) brand made another revolutionary introduction in 1984 with the release of the G.I. JOE vs. COBRA toy line, which introduced a generation of boys to the heroic G.I. JOE(R) forces, led by Duke, and their epic struggle to defeat the evil COBRA organization. The G.I. JOE vs. COBRA saga featured a diverse cast of characters - both good and evil - that became a part of pop culture through Hasbro's toy line, an animated television series and best-selling comic book franchise.

For more information about the *G.I. JOE(R)* video game and to sign up for updates, visit gijoe.ea.com

About the G.I. JOE: THE RISE OF COBRA Film

Paramount Pictures and Spyglass Entertainment Present, In Association With Hasbro, A di Bonaventura Pictures Production of A Stephen Sommers Film: "G.I. Joe: The Rise of Cobra" starring Adewale Akinnuoye-Agbaje, Christopher Eccleston, Joseph Gordon-Levitt, Byung Hun Lee, Sienna Miller, Rachel Nichols, Ray Park, Said Taghmaoui, Channing Tatum, Marlon Wayans and Dennis Quaid. The film is directed by Stephen Sommers. The story is by Michael B. Gordon and Stuart Beattie & Stephen Sommers. The screenplay is by Stuart Beattie and David Elliot & Paul Lovett. Based on Hasbro's G.I. Joe(R) Characters. The film is produced by Lorenzo di Bonaventura, Brian Goldner and Bob Ducsay. The executive producers are Stephen Sommers, David Womark, Gary Barber, Roger Birnbaum and Erik Howsam. The director of photography is Mitchell Amundsen. The production designer is Edward Verreaux. The film editors are Bob Ducsay and Jim May. The costume designer is Ellen Mirojnick. The music is by Alan Silvestri. This film has not yet been rated.

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 Paramount Pictures Corporation

Paramount Pictures Corporation (PPC), a global producer and distributor of filmed entertainment, is a unit of Viacom (NYSE: VIA, VIA.B), a leading content company with prominent and respected film, television and digital entertainment brands. The company's labels include DW Studios, Paramount Pictures, Paramount Vantage, Paramount Classics, MTV Films and Nickelodeon Movies. PPC operations also include Paramount Digital Entertainment, Paramount Famous Productions, Paramount Home Entertainment, Paramount Pictures International, Paramount Licensing Inc., Paramount Studio Group, and Worldwide Television Distribution.

About Hasbro

Hasbro (NYSE:HAS) is a worldwide leader in children's and family leisure time entertainment products and services, including the design, manufacture and marketing of games and toys ranging from traditional to high-tech. Both internationally and in the U.S., its PLAYSKOOL, TONKA, MILTON BRADLEY, PARKER BROTHERS, TIGER, CRANIUM and WIZARDS OF THE COAST brands and products provide the highest quality and most recognizable play experiences in the world. (C)2009 Hasbro, Inc. All Rights Reserved.

EA, EA SPORTS, EA SPORTS Freestyle, and Pogo are trademarks or registered trademarks of Electronic Arts Inc. in the U.S. and/or other countries. G.I. JOE and all related characters are trademarks of Hasbro and are used with permission. Nintendo DS and Wii are trademarks of Nintendo. Microsoft, Xbox and Xbox 360 are trademarks of the Microsoft group of companies. "PlayStation", "PLAYSTATION" and PSP are registered trademarks of Sony Computer Entertainment Inc. All other trademarks are the property of their respective owners.

SOURCE: Electronic Arts Inc.

EA Hasbro

Alexis Mervin, 650-628-7703

amervin@ea.com

or

Foghorn PR (For EA)

Shelly Eckenroth, 717-852-7060

seckenroth@foghornpr.com

or

Hasbro Corporate Communications

Audrey DeSimone, 401-727-5857

adesimone@hasbro.com

Copyright Business Wire 2009