



LITTLEST PET SHOP Spring for the Nintendo DS Hops onto Retail Shelves

EA Releases Video Game Based on Popular Girls Toy Brand Just In Time for Spring Break and Easter Baskets

REDWOOD CITY, Calif., Mar 03, 2009 (BUSINESS WIRE) -- The Play Label of Electronic Arts, Inc. (NASDAQ:ERTS) today announced the release of *LITTLEST PET SHOP*(TM) *Spring* video game for the Nintendo DS(TM). The latest in the line of highly successful *LITTLEST PET SHOP* video games for girls ages 6 to 10, *LITTLEST PET SHOP Spring* is the perfect addition for girls who want to expand their *LITTLEST PET SHOP* collection.

"*LITTLEST PET SHOP Spring* is the latest addition to EA's successful video game lineup based on the hip toy brand for pre-teen girls," said Chip Lange, General Manager and Vice President of EA Hasbro. "*LITTLEST PET SHOP Spring* offers a new array of pets, accessories, play areas and mini games just in time for Easter baskets and spring break trips."

Inspired by Hasbro's popular girls' toy brand, *LITTLEST PET SHOP Spring* includes all of the favorite activities from the previous *LITTLEST PET SHOP* Nintendo DS versions, plus brand new content and features unique to this latest release. In addition to playing with six new pets exclusive to *LITTLEST PET SHOP Spring*, including a Lop Ear Bunny, a Fox, a Jack Russell, a Dwarf Bunny, a Porcupine, and a Kitty, girls can now explore a new, spring-themed environment that features new play areas. Girls can also make sure their pets head into spring in style by outfitting their pets in the latest seasonal fashions with new accessories. Additionally, with *LITTLEST PET SHOP Spring*, girls can play up to 20 mini-games, including four new games -- Snack Sort, Volley Paws, Remember Me, and Fruit Fling.

"The release of *LITTLEST PET SHOP Spring* continues to build upon girls' admiration for the brand and digital play experience," said Mark Blecher, Senior Vice President and General Manager of Digital Media and Gaming at Hasbro. "The creative and fun content combined with the popularity of the Nintendo DS platform has proven to be a winner among girl gamers."

Pricing, Rating & Availability

LITTLEST PET SHOP Spring for the Nintendo DS carries a MSRP of \$29.99. It is currently available at major retailers and is rated "E" for Everyone. For more information, visit littlestpetshop.ea.com. For assets, visit info.ea.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™, 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 info.ea.com.

About LITTLEST PET SHOP

Hasbro's LITTLEST PET SHOP brand is a line of collectible mini-dolls aimed at tween girls and their zeal for nurturing and collecting. Since its launch in 2005, LITTLEST PET SHOP has quickly become one of the fastest growing girl brands in the toy industry. More than 200 million pets have been sold. Additionally, www.littlestpetshop.com has become one of Hasbro's top-performing brand Web sites with more than 1.8 million girls creating and tracking online pet collections. The LITTLEST PET SHOP brand is also one of the hottest licensed lifestyle properties among young girls. Nearly 180 licensees bring LITTLEST PET SHOP-branded goods to market around the world in every major category from apparel and accessories to publishing, paper/stationery, and room decor.

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 www.hasbro.com. (C) 2009 Hasbro, Inc. All Rights Reserved.

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