



EA Releases TRIVIAL PURSUIT on All Major Gaming Consoles

Game Brings Families and Friends Together for Laughs and Surprise Answers

REDWOOD CITY, Calif., Mar 10, 2009 (BUSINESS WIRE) -- The EA Play Label of Electronic Arts, Inc. (NASDAQ:ERTS) today announced the release of a digital version of one of America's favorite board games, *TRIVIAL PURSUIT*, available on multiple digital platforms including the Xbox 360(TM), PlayStation(R)2, PLAYSTATION(R)3, and the Nintendo Wii(TM). The *TRIVIAL PURSUIT* video game builds on the original gameplay that has been so popular over the past 25 years by adding new categories, questions and modes of play with dynamic visuals and social interactivity.

"*TRIVIAL PURSUIT* brings Hasbro's classic trivia board game to life with a fresh, innovative style coupled with a diverse assortment of classic categories and new questions that will appeal to every kind of trivia buff in the family," said Chip Lange, General Manager of EA's Hasbro Division. "We're also introducing new ways to play that will keep everyone engaged, competitive and on the edge of their seat. Players will need to bring their wealth of knowledge to the game, as well as a detailed understanding of what their opponents may or may not know in order to run the board to victory."

The *TRIVIAL PURSUIT* video game features three ways to play: *Classic*, which mimics traditional board game play; *Clear the Board*, a single-player experience that challenges players to race against the clock to earn multipliers for the highest possible score; and *Facts & Friends*, a highly social multiplayer mode of play where scoring is based on team responses and guessing the opposing team's ability to answer their trivia question correctly.

"The *TRIVIAL PURSUIT* brand is celebrating 25 years of testing the knowledge of multiple generations based on the millions of families who have played the game over the years," said Mark Blecher, General Manager of Digital Media and Gaming at Hasbro. "EA's re-imagining of the time-honored classic for the digital consumer is nothing less than over-the-top fun that's expected to be a big hit with scores of long-time as well as new *TRIVIAL PURSUIT* fans."

The game's profile feature allows an ultra-competitive player to track and analyze performance statistics, such as the number of games won, a player's best category, and the percentage of questions answered correctly in each category. This feature also compares a player's strengths and weaknesses versus those of the opponents. Additionally, a ticker rolls at the bottom of the screen throughout game-play, keeping players informed about how they stack up against the competition.

TRIVIAL PURSUIT carries a MSRP of \$39.99 for the Xbox 360, PLAYSTATION 3 and Wii. The PlayStation 2 version is available for \$29.99. The game is rated "E" for Everyone and is currently available at major retailers. For more information visit trivialpursuit.ea.com. For media assets visit info.ea.com.

In addition to the console versions of *TRIVIAL PURSUIT*, fans can also enjoy a quick daily dose of trivia by playing *TRIVIAL PURSUIT Daily 20* for free on Pogo.com, EA's popular online game destination. A mobile version of *TRIVIAL PURSUIT* will also launch on the iPhone later this month.

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) 2009 Hasbro, Inc. All Rights Reserved.

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