



EA Delivers Hasbro Family Game Night to Your Living Room Arcade

Popular Suite of Hasbro Inspired Family-Friendly Board Games Launch on Xbox LIVE Arcade

REDWOOD CITY, Calif., Mar 18, 2009 (BUSINESS WIRE) -- The EA Play Label of Electronic Arts, Inc. (NASDAQ:ERTS) today launched the *HASBRO FAMILY GAME NIGHT* destination on Xbox LIVE(R) Arcade (XBLA) where players can access some of the world's most beloved family-friendly board games. Inspired by Hasbro properties, fans can play digital versions of *SCRABBLE*, *CONNECT 4*, *BATTLESHIP*, and *YAHTZEE* in a variety of classic and new modes of gameplay. The *SCRABBLE* game is available in the U.S. and Canada only. *BOGGLE*, *SORRY!* and *SORRY! Sliders* will also be launching on Xbox LIVE Arcade in the coming months.

"We have opened the doors to the ultimate digital game room on Xbox LIVE Arcade for family and friends," said Chip Lange, General Manager of EA's Hasbro Division. "You can now sink your opponent's battleship while sitting next to them on the couch or from hundreds of miles away. *HASBRO FAMILY GAME NIGHT* is the ideal blend of nostalgic childhood fun with cutting edge gaming technology that delivers an incredibly fun, online casual experience for everyone in the family."

"Hasbro's games have always been about getting together to have a good time," said Mark Blecher, Senior Vice President and General Manager of Digital Media and Gaming at Hasbro. "Bringing these favorite brands to Xbox LIVE Arcade and allowing long-distance family and friends to join in the fun that is unfolding in your living room is incredibly exciting and takes casual gaming to an entirely new level. *HASBRO FAMILY GAME NIGHT* has the potential to replace the weekly 'check-in' call with a weekly game night."

The *HASBRO FAMILY GAME NIGHT* destination on Xbox LIVE Arcade allows fans to join MR. POTATO HEAD, who acts as host, as they play classic and new-fangled versions of the following games: *SCRABBLE*, *CONNECT 4*, *BATTLESHIP* and *YAHTZEE*. In addition to classic gameplay modes, each game offers brand new ways to play, including Advanced Mode and Party Mode, allowing players to play mini-game versions of each title.

The *HASBRO FAMILY GAME NIGHT* lineup takes full advantage of the special features offered via the Xbox LIVE Arcade community. Players can show off their skills, increase Gamerscores, utilize voice chat and earn Achievements as they compete for a top spot on the Xbox LIVE Arcade leader boards. The games also offer avatar support so players can incorporate their own Xbox persona into any of the games available on the *HASBRO FAMILY GAME NIGHT* destination.

HASBRO FAMILY GAME NIGHT can be played locally or taken up a notch to challenge other Xbox LIVE Arcade players to online board game showdowns. *SCRABBLE* and *YAHTZEE* offer multiplayer functionality for up to four players, while *CONNECT 4* and *BATTLESHIP* offer multiplayer capabilities for two players, similar to traditional gameplay.

With the idea of making the *HASBRO FAMILY GAME NIGHT* online gaming experience as cool and comfortable as playing in your own living room, players can earn furniture and trophies to decorate their own virtual game room. From within the fully customizable environment, players have the ability to launch additional games without having to leave the room. They are also able to share their personally tailored space with family and friends.

HASBRO FAMILY GAME NIGHT games are priced individually at 800 Microsoft Points and purchased directly through Xbox LIVE Arcade. All games are rated "E" for Everyone. For more information visit <http://familygamenight.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 <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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