



EA Launches SCRABBLE on Handheld Video Game Platforms

Nintendo DS and Sony PSP Versions Designed to Serve as SCRABBLE Trainer

REDWOOD CITY, Calif., Mar 19, 2009 (BUSINESS WIRE) -- The EA Play Label of Electronic Arts Inc. (NASDAQ:ERTS) today announced the release of *SCRABBLE* for the Nintendo DS(TM) and Sony PlayStation(R) Portable System (PSP(R)) in the U.S. and Canada. The game is designed to be the secret training weapon for both accomplished and novice *SCRABBLE* players. The handheld versions offer classic and new ways to play the time-tested crossword game, as well as drills and exercises to improve strategy and performance.

"We are very excited to bring *SCRABBLE* to Nintendo DS and PSP for on-the-go play," said Chip Lange, General Manager of EA's Hasbro Division. "We've taken one of the most popular games and put it at the fingertips of millions of fans to play in both traditional and fresh, innovative ways. The challenging new training modes we've added will give players the chance to hone their *SCRABBLE* skills and become better, more strategic players anywhere, anytime."

SCRABBLE for the Nintendo DS and PSP offers players three modes of play. Classic mode features traditional *SCRABBLE* game play while Speed mode pits players in a head-to-head race against the clock competing with friends or the device AI. The third mode, called *SCRABBLE SLAM*, is based on Hasbro's new card game and challenges players to discard their virtual SLAM cards by making as many four letter words as possible within a two-minute time period.

The *SCRABBLE* handheld versions are loaded with additional features to heighten the interactive *SCRABBLE* play experience and transform the average player into a superior "wordie." *SCRABBLE* Trainer allows players to strengthen their vocabulary and playing skills with six exercises at various difficulty levels designed to help improve strategy and performance. Word lovers will also appreciate the official *SCRABBLE* Players Dictionary and *SCRABBLE* Word Finder. For the more competitive player, the Nintendo DS offers Wi-Fi multiplayer capability for both single and multi-cart play, allowing up to four players to engage in a linguistic showdown.

"EA has done an outstanding job of extending the 60-year powerhouse *SCRABBLE* brand by honoring the heritage of how the game has been played by millions of fans over many generations while also injecting new, creative and challenging modes of play," said Mark Blecher, Senior Vice President and General Manager of Digital Media and Gaming at Hasbro. "Wherever consumers decide to play on their digital playground, *SCRABBLE* will be there to entertain word fans."

In addition to the *SCRABBLE* Nintendo DS and PSP versions, EA has previously launched *SCRABBLE* on a variety of other platforms in the U.S. and Canada including: Xbox LIVE(R) Arcade (as part of *HASBRO FAMILY GAME NIGHT*); Pogo.com(TM), mobile devices including the iPod(R), iPhone(TM); and Facebook.

PRICING, RATING & AVAILABILITY

SCRABBLE carries a suggested retail price of \$29.99 for the Nintendo DS and PSP and is rated "E" for Everyone. For more information, go to <http://scrabble.ea.com>. For assets visit <http://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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