



Free Pogo.com Audience Gets 'Fun-Sized' with Introduction of Pogo Minis

Access to Select Club Pogo Exclusive Games Now Available to Free Players

REDWOOD CITY, Calif., Apr 02, 2009 (BUSINESS WIRE) -- Electronic Arts Inc. (NASDAQ: ERTS) free online games site Pogo.com announced today that its players' worlds just got "fun-sized" with the introduction of Pogo Minis. The customizable avatars are now available to the free [games](#) Pogo.com community; along with access to popular Club Pogo games and features such as Pogo Gems(TM) - items once reserved exclusively for the Club Pogo audience.

Pogo Minis are online avatars that players can customize with hundreds of virtual backgrounds, outfits and goodies. These items can be acquired with tokens which are earned by playing games. Players can also deck out their Minis with animated backgrounds and virtual items (goodies) for an additional fee. These animated premium offerings can be attained with Pogo Gems, a convenient way to get premium content on the site. Since the launch of Pogo Gems in 2006, members have customized their Pogo Minis with more than 30 million items to stylize their avatars in dynamic ways.

Access to select Club Pogo games can be acquired through "Club Pogo Premium Game Tickets" which are acquired with Pogo Gems. These "Game Tickets" give players access to a specific game in one, three or seven day increments. During that time, they will have access to the game, ad-free and will be able to unlock special items for their Pogo Mini. The first five games available for "Club Pogo Premium Game Tickets" are *Canasta*, *Everyone Wins Bingo*, *Mahjong Garden*, *Pogo Addiction Solitaire* and *Tri-Peaks Solitaire*.

"We wanted to extend the ability for all players to showcase their personality while giving them access to an even larger offering of games and features," said Pogo.com General Manager Michael Marchetti. "We've received overwhelmingly positive feedback from our Club Pogo players about how much they love creating their online persona with Pogo Minis. It's become a favorite way for players to express themselves and connect with other players in our passionate and tight knit community."

The Pogo Minis and Club Pogo Premium Game Tickets also have launched on Pogo European sites in the UK (Pogo.co.uk), France (Pogo.fr) and Germany (Pogo.de). All content is localized and will have content customized for each site's community.

Club Pogo members will continue to enjoy exclusive privileges including 24/7 access to all 40+ Club Pogo exclusive games, unlimited ad-free gameplay, access to exclusive content including Pogo Mini Pets and hundreds of badges, which are game rewards for completing online challenges. Players can join Club Pogo for a monthly fee of \$5.99 or access for a year for \$39.99.

About Pogo.com

Pogo.com(TM) is the #1 stickiest online destination in the US¹. The site is home to over 16.5 million unique visitors a month (worldwide) who play for more than 56 minutes a day¹. Boasting a wide variety of more than 100 [free online games](#) including [puzzle games](#), [word games](#), casino games, classic card games and board games, Pogo.com features both single-player and multiplayer games. The site offers players an easy-to-use chat feature where millions of people talk about their favorite games, best scores, or simply share stories about their lives. Pogo.com is known for its thriving online community of players who forge life-long friendships through the site. Pogo has local sites and communities in UK (pogo.co.uk) and Germany (pogo.de). The Pogo.com premium service, Club Pogo, offers players a variety of VIP features including exclusive games, no ad interruptions, private chat and avatars. Club Pogo had over 1.62 million paying subscribers at the end of fiscal 2008.

¹ According to ComScore November 08

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>.

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