



## Pogo.com Rolls Out 200 Billion Token Stimulus Package

REDWOOD CITY, Calif., Apr 07, 2009 (BUSINESS WIRE) -- Just in time for tax day, Electronic Arts Inc. (NASDAQ:ERTS) casual game site [Pogo.com](http://Pogo.com)(TM) has promised to grant each man, woman and teen on the site\* 12,600 tokens to give players a little something extra during this challenging economic time. Players will be able to take the gifted tokens and go shopping in the Pogo(TM) Mini Mall for new clothes, goodies or background to deck out their personalized online avatars.

"We've received hundreds of stories from players that tell us Pogo.com has been a cost effective way for them to escape from their day, have fun and connect with friends and family", said Pogo Community Manager Tahd Frentzel. "From a mom cutting down on long distance calls by chatting and playing with her military daughter stationed in Germany to couples having "date night" online while one is traveling on business, we are so proud to provide a fun and familiar place for people to stay close to those they love."

"In these tough economic times, we want to give players a place to escape and relax at home without breaking their budget," said Michael Marchetti, Pogo.com General Manager. "Pogo.com provides a great value by providing players a vehicle to play countless hours on [games](#) they love while connecting with friends and family -- for free."

Pogo introduced Pogo Minis to the Club Pogo(TM) audience in 2005, and has since extended the online avatars to its free Pogo.com site to allow even more people to express themselves while playing casual games.

\* Free registration on Pogo.com required. One redemption per account. Offer ends April 30, 2009.

### About Pogo.com

Pogo.com(TM) is the #1 stickiest online destination in the US<sup>1</sup>. The site is home to over 16.5 million unique visitors a month (worldwide) who play for more than 56 minutes a day<sup>1</sup>. 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](http://pogo.co.uk)) and Germany ([pogo.de](http://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.

<sup>1</sup> 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](http://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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