



## **EA Mobile Announces Five New Titles for Feature Phones**

### ***Spring Forward This Season With AMERICAN IDOL, Downtown Texas Hold'em, Mystery Mania, CRANIUM, and Hell's Kitchen***

LOS ANGELES, Apr 15, 2009 (BUSINESS WIRE) -- EA Mobile(TM), a division of Electronic Arts Inc. (NASDAQ:ERTS), today announced the availability of five new games for mobile phones, including *AMERICAN IDOL(TM)*, *Downtown Texas Hold'em*, *Mystery Mania*, *CRANIUM(TM)*, and *Hell's Kitchen(TM)*. From singing to poker, potions, puzzles, and cooking, this month's line up includes a range of gameplay experiences that will appeal to all kinds of mobile gamers.

"This month's offerings are a true testament to the breadth of EA Mobile content available for consumers," said Adam Sussman, VP Global Publishing for EA Mobile. "EA Mobile has a game for everyone and every mood, whether players yearn to become a professional poker player or singing sensation; or would rather play puzzle challenges and solve mysteries."

#### ***AMERICAN IDOL***

EA Mobile brings America's favorite television show, *AMERICAN IDOL*, to mobile phones by enabling users to play as a contestant on the show and advance from auditions through grueling competition, week after week. EA Mobile's authentic rendition of *AMERICAN IDOL* lets players interact with celebrities from the show like Ryan Seacrest, Simon Cowell, Paula Abdul, and Randy Jackson. Players need to select the right clothes, activities, friends and songs. A range of fan favorite songs are available such as "Material Girl", "Heard it Through the Grapevine" and "Lady Marmalade." Characters must learn to balance a busy rehearsal schedule and an exciting social life, while mastering musical performances at each stage of the competition. Players experience a new storyline each time they play. *AMERICAN IDOL* gives players the opportunity via mobile to immerse themselves in their favorite television show competition.

#### ***Downtown Texas Hold'em***

Go all-in and prove you've got what it takes to beat the best in *Downtown Texas Hold'em*. There's a casino in this mobile game that's just right for beginners, card sharks, and everyone in between. Players can hone their skills in Practice Mode, start building a stack at tournaments during Career Mode, and track progress using In-Game or Career Stats. Not sure about playing that hand? Get advice from a personal poker pro! With more than 20 different opponents with individual play styles, *Downtown Texas Hold'em* keeps players engaged in action for multiple rounds.

#### ***Mystery Mania***

Solve the mysteries of the mansion in EA Mobile's *Mystery Mania*! Play as the charming robot creation made by a mad scientist and explore a mansion filled to the brim with devious puzzles, perilous traps, and mysterious secrets. On a quest to discover why the robot was created and escape the mansion, players must take their robot on a journey through bizarre rooms full of unsolved riddles. Guzzle strange potions, diffuse laser beams and battle angry creatures as pieces of the story unfold in every room. An easy to use "smart" cursor snaps to interactive objects, and a wide range of cartoon-style special effects accentuate every success and blunder. Throughout *Mystery Mania*, players experience vector graphic technology that provides a wide range of character animations and physics.

#### ***CRANIUM***

EA Mobile brings *CRANIUM*, the outrageously fun board game from Hasbro, to cellular phones. On a quest to make it to Planet Cranium, players select from over 300 mini-games. Complete puzzles, answer trivia questions, unscramble words and keep the beat to win points on a journey that is different every time you play. Activities are divided into four categories from the board game: Creative Cat, Data Head, Word Worm and Star Performer. In *CRANIUM*, players collect stars along the way - and discover talents they never knew they had!

## ***Hell's Kitchen***

EA Mobile brings the hit US reality TV show *Hell's Kitchen* to mobile phones. True to the television series, the game allows players to test their cooking skills under the critical guidance of world renowned Chef Gordon Ramsay. Compete against the clock in the high-pressure kitchen to balance speed and quality as orders pile up. Players can choose Career Play Mode and rise from dishwasher to executive chef in up to 28 levels. In addition, *Hell's Kitchen* offers an added feature that let's players unlock real recipes from Chef Ramsay's books and restaurants to try at home.

*AMERICAN IDOL*, *Downtown Texas Hold'em*, and *Hell's Kitchen* are currently available for purchase in North America; *Mystery Mania* and *CRANIUM* are available worldwide. For information on pricing for all EA Mobile games, please visit [www.eamobile.com](http://www.eamobile.com).

## **About EA Mobile**

EA Mobile(TM) is the world's leading wireless entertainment publisher with award-winning games such as *Tetris*(R), *Bejeweled* (R), *The Sims*(TM), and *Need For Speed*(TM). The EA Mobile portfolio also includes casual games based on the company's partnership with Hasbro, Inc. including MONOPOLY, YAHTZEE and SCRABBLE (in the U.S. and Canada) as well as sports blockbusters from the EA SPORTS(TM) brand, including Madden NFL Football, FIFA Soccer and NASCAR(R). EA Mobile develops games for multiple mobile platforms including mobile phones, smartphones, the iPhone(TM) and iPod(R). For more information about EA Mobile, please visit [www.eamobile.com](http://www.eamobile.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(TM), EA(TM), EA SPORTS Freestyle(TM) and POGO(TM). 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>.

## **About CRANIUM**

Offering "Outrageous Fun for Everyone" Hasbro offers multiple editions of the smash-hit CRANIUM party board game including CRANIUM, CRANIUM Wow, CRANIUM Party Playoff, and CRANIUM FAMILY EDITION. Through an alliance with Electronic Arts, CRANIUM is also slated to come to multiple digital gaming platforms in 2009.

## **About Hasbro**

Hasbro (NYSE:HAS) is a worldwide leader in children's and family leisure time entertainment products and services, including the design, manufacture and marketing of games and toys ranging from traditional to high-tech. Both internationally and in the U.S., its PLAYSKOOL, TONKA, MILTON BRADLEY, PARKER BROTHERS, TIGER, CRANIUM and WIZARDS OF THE COAST brands and products provide the highest quality and most recognizable play experiences in the world.

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