



## Make Time for More Fun With EA's Hasbro Family Game Night 2

### ***EA Developing Sequel to Award-Winning Video Game Expanding Collection of Family Favorite Games and Fun***

REDWOOD CITY, Calif., May 12, 2009 (BUSINESS WIRE) -- Electronic Arts Inc. (NASDAQ:ERTS) today announced that MR. POTATO HEAD is once again stepping up to the microphone as the M.C. of Fun to rally families and friends together to play a new lineup of Hasbro-inspired games in *HASBRO FAMILY GAME NIGHT 2*. The video game, currently in development for the Wii(TM) and Nintendo DS(TM), is slated to launch in fall 2009. *HASBRO FAMILY GAME NIGHT 2* follows the release of the original *HASBRO FAMILY GAME NIGHT*, which launched in November 2008 and received several accolades including a Parents' Choice Silver Honor Award as well as an "All-Star" Award from Toy Wishes Magazine.

*HASBRO FAMILY GAME NIGHT 2* for the Wii will include five popular games: OPERATION, JENGA, BOP-IT, PICTUREKA, and CONNECT 4X4. Each game will offer an Original Mode reflecting traditional board game play and Advanced Modes, including the all-new "Hasbro Family Game Show" which shifts players into party mode with MR. POTATO HEAD as the master of ceremonies. Players will feel as if they've been transported to a live television game show studio complete with an audience, a spinning "Challenge Wheel" and the opportunity to win big virtual prizes. In addition to providing new and exciting ways to play, the Wii version will allow fans to completely customize MR. POTATO HEAD, pick new themes, and obtain new trophies to add to their collection.

"*HASBRO FAMILY GAME NIGHT 2* delivers an exciting new lineup of classic and refreshed Hasbro games designed to bring families and friends together for quality, memorable experiences," said Chip Lange, General Manager of EA's Hasbro Division. "We've created incredibly innovative ways to play fan favorites like OPERATION and JENGA, and added features such as a competitive but fun "Game Show" mode and the ability to customize MR. POTATO HEAD making this game a 'must-have' for all ages this fall."

Arriving for the first time on the Nintendo DS, this version is designed for portable fun on-the-go and features a mix of new and favorite games from the previously released *HASBRO FAMILY GAME NIGHT* on the console. Games will include CONNECT 4, BATTLESHIP, SORRY! Sliders, OPERATION and BOP-IT. Each will offer both original and new ways to play as well as wireless support for multi-player competition.

"EA continues to do a tremendous job of re-imagining and deepening the gameplay experience of Hasbro games across video game platforms," said Mark Blecher, Senior Vice President and General Manager of Digital Media and Gaming at Hasbro. "*HASBRO FAMILY GAME NIGHT 2* will be a great blend of classic, refreshed and new games that will serve as a great reason to invite family and friends over for an evening of fun."

*HASBRO FAMILY GAME NIGHT 2* is being developed at EA Bright Light and will be available in fall 2009. For game artwork, visit <http://www.info.ea.com>.

### **About Electronic Arts**

Electronic Arts Inc. (EA), headquartered in Redwood City, California, a leading global interactive entertainment software company. Founded in 1982, the Company develops, publishes, and distributes interactive software worldwide for video game systems, personal computers, wireless devices and the Internet. Electronic Arts markets its products under four brand names: EA SPORTS™, EA™, EA SPORTS Freestyle™ and POGO™. In fiscal 2009, EA posted GAAP net revenue of \$4.2 billion and had 31 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 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, CRANIUM and WIZARDS OF THE COAST. Come see how we inspire play through our brands at <http://www.hasbro.com>. © 2009 Hasbro, Inc. All Rights Reserved.

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SOURCE: Electronic Arts Inc.

EA Hasbro

Alexis Mervin, 650-628-7703

[amervin@ea.com](mailto:amervin@ea.com)

or

Foghorn PR (For EA)

Shelly Eckenroth, 717-852-7060

[seckenroth@foghornpr.com](mailto:seckenroth@foghornpr.com)

or

Hasbro Corporate Communications

Julie Duffy, 401-727-5931

[jduffy@hasbro.com](mailto:jduffy@hasbro.com)

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