



## EA Primps for Party Time with Development of LITTLEST PET SHOP FRIENDS

### Latest LITTLEST PET SHOP Game for the Wii and Nintendo DS Offers Girls New Pets, New Adventures and New Stylized Graphics in a Fun Party Atmosphere

REDWOOD CITY, Calif., May 13, 2009 (BUSINESS WIRE) -- Electronic Arts Inc. (NASDAQ:ERTS) today announced that a big LITTLEST PET SHOP-style party is in-the-works for fall 2009 with the release of *LITTLEST PET SHOP FRIENDS* on the Wii (TM) and Nintendo DS(TM). The new game will center on party preparations as girls and their favorite pets get ready to celebrate. *LITTLEST PET SHOP FRIENDS* will be brimming with new elements that girls love, from an all-new, adorable collection of pets and their pet best-friends, to a large array of customizable accessories, fun mini-games, and a deep story with all new adventures set in a vibrant world that features delightful new graphics. Hot on the heels of EA's successful LITTLEST PET SHOP releases in 2008, this latest game will also offer cooperative play as girls play together side-by-side.

"Girls are going to have a blast playing *LITTLEST PET SHOP FRIENDS* because it is all about hanging out with their best friends as they share pet collections, discover new towns, and play mini-games together," said Chip Lange, General Manager of EA's Hasbro Division. "Our first wave of LITTLEST PET SHOP games performed exceptionally well and we have every confidence that *LITTLEST PET SHOP FRIENDS* will take the franchise to the next level with regard to exciting new exploration, game play and ways to socially connect with friends."

"EA continues to create new and innovative ways for girls to engage with LITTLEST PET SHOP, the #1 mini doll brand," said Mark Blecher, Senior Vice President and General Manager of Digital Media and Gaming at Hasbro, Inc. "*LITTLEST PET SHOP FRIENDS* blends the brand's appeal of collecting new pets with unique digital play and age-appropriate social interaction, setting up the ultimate party environment for LITTLEST PET SHOP fans."

Both platforms of *LITTLEST PET SHOP FRIENDS* will feature 16 new cute pets such as a peacock, Great Dane and lady bug. The Nintendo DS versions will also offer exclusive pets in each of the three games: *LITTLEST PET SHOP CITY FRIENDS*, *LITTLEST PET SHOP COUNTRY FRIENDS* and *LITTLEST PET SHOP BEACH FRIENDS*. Every pet has a bigger personality and special traits that help players navigate through the game and each pet has a best-friend who supplies the additional skills necessary to accomplish fun tasks or adventures. These engaging game elements help players to advance through the story and get a paw step closer to the big celebration.

Inspired by its tremendously popular toy brand counterpart, *LITTLEST PET SHOP FRIENDS* allows girls to take their favorite pets on quirky, fun quests such as delivering party invitations, serving up cake and ice cream and gathering party decorations, all in preparation for the biggest LITTLEST PET SHOP party ever. *LITTLEST PET SHOP FRIENDS* offers a few surprises such as an exciting mystery guest who flutters about, ready to make an appearance at the party, plus new unique gifts players can give to their pets.

In development at the EA Salt Lake Studio, the *LITTLEST PET SHOP FRIENDS* games will launch in fall 2009 and are expected to be rated "E" for Everyone by the ESRB. 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 LITTLEST PET SHOP

Hasbro's LITTLEST PET SHOP brand is a line of collectible mini-dolls aimed at tween girls and their zeal for nurturing and collecting. Since its launch in 2005, LITTLEST PET SHOP has quickly become one of the fastest growing girl brands in the toy industry. More than 200 million pets have been sold. Additionally, [www.littlestpetshop.com](http://www.littlestpetshop.com) has become one of Hasbro's top-performing brand Web sites with more than 1.8 million girls creating and tracking online pet collections. The LITTLEST PET SHOP brand is also one of the hottest licensed lifestyle properties among young girls. Nearly 180 licensees bring LITTLEST PET SHOP-branded goods to market around the world in every major category from apparel and accessories to publishing, paper/stationery, and room décor.

## **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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