



## **EA Mobile Unleashes Six New Games on Apple App Store**

### ***Star Trek, AMERICAN IDOL, TRIVIAL PURSUIT, Lemonade Tycoon, Pandemonium! and Anytime Pool Now Available on iPhone and iPod touch***

LOS ANGELES, May 28, 2009 (BUSINESS WIRE) -- EA Mobile(TM), a division of Electronic Arts Inc. (NASDAQ:ERTS), today announced six new titles available on the Apple App Store including: *Star Trek(R)*, *AMERICAN IDOL(TM)*, *TRIVIAL PURSUIT*, *Lemonade Tycoon(TM)*, *Pandemonium(TM)!* and *Anytime Pool*. Delivering genre diverse titles to its already robust offering on the App Store, EA Mobile continues to offer both world-class licensed properties as well as original IP titles for players to enjoy on iPhone(TM) and iPod(R) touch.

"EA Mobile games have consistently been top performers in the App Store's Top Paid rankings and their revenue performance has been even more impressive," said Adam Sussman, Vice President of Worldwide Publishing for EA Mobile. "We are excited to expand our offerings to include these six new games, joining our all-time top-selling apps, including *MONOPOLY Here & Now: World Edition*, *Tetris* and the recently released *Need for Speed(TM) Undercover* and *Tiger Woods PGA TOUR*."

#### ***Star Trek***

EA Mobile invites you to become the captain of the U.S.S. Enterprise and fight against the Klingons, Cardassians and Vulcans in an all new space adventure for iPhone and iPod touch. Based on the world famous *Star Trek* franchise, the game coincides with the release of the latest movie directed by J.J. Abrams. The *Star Trek* mobile game pits players against enemies from all over the galaxy in a number of diverse and exciting gameplay scenarios that are guaranteed to keep you coming back for more.

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

EA Mobile launches *AMERICAN IDOL* for iPhone and iPod touch, allowing players to experience a season of America's favorite television show in a personalized adventure game. Meet and interact with over 15 full motion actors such as a personal stylist, the judges and other contestants. Players test their skills using the device's accelerometer and touch controls, rather than using vocal cords, to perform popular songs in front of the brutally honest panel of judges. Learn to balance a busy rehearsal schedule and an exciting social life while mastering musical performances at each stage of the competition. Choose correctly and YOU could be the next *AMERICAN IDOL*!

#### ***TRIVIAL PURSUIT***

EA Mobile brings *TRIVIAL PURSUIT*, the popular trivia game from Hasbro, to the iPhone and iPod touch. Players will have hours of fun with over 3,500 text and picture questions. The classic board game is reinvented for mobile with stunning 3D graphics, rich sound effects, and intuitive touchscreen controls. Wi-Fi capability enables connected play for up to four players, or Pass and Play mode lets gamers compete with up to four friends. Answer fun and challenging questions correctly and get your piece of the pie!

#### ***Lemonade Tycoon***

EA Mobile announces their first free ad-supported title for iPhone and iPod touch with the best-selling classic franchise, *Lemonade Tycoon*, as it serves up a cool twist on business simulation games. Players are the boss as they manage their lemonade business every which way - from location choice, recipe selection, advertising decisions and staff selection. Even the weather is under a player's control as he discovers the secret of sugary success. Players can save up to six games at once as they deliver the juicy goods to unique customers with interactive personalities. With a Career Mode and the 30-Day Challenge Mode future tycoons can choose how they want to play. Players also can listen to their own delicious iTunes(R) library while they play - ANYTIME, ANYWHERE!

#### ***Pandemonium!***

The classic, bestselling platformer is now available for iPhone and iPod touch. The popular fantasy game starring the hilarious combo of Nikki and Fargus! Heroine Nikki, a wizard-in-training, didn't mean to cast a spell unleashing the horrible monster, Yungo to swallow the entire village, but now she and her wise-cracking jester friend, Fargus, and his puppet, Sid, are off to make a "boon" (a wish) at the Wishing Engine to save everyone. Use the tap screen to play as either Nikki, with her quick wit and killer double jump or Fargus, with his amazing spin attack, as you make your way through 60 levels of danger, fun and adventure to complete the game.

### ***Anytime Pool***

EA Mobile presents *Anytime Pool*, allowing players to chalk up and take a shot at becoming a world champion pool player. Download *Anytime Pool* today for the most realistic pool experience on your iPhone and iPod touch. Hear the crack of the Cue Ball and watch the sink of the Eight in the corner side pocket as you're immersed in realistic sights and sounds. You'll reap the rewards for technical tricks and slick moves on the felt! Enjoy a game solo or pack the pool hall with Facebook friends for even MORE pool-playing fun! Players can call their shot and win with *Anytime Pool*.

*AMERICAN IDOL*, *Anytime Pool*, *Lemonade Tycoon*, *MONOPOLY Here & Now: World Edition*, *Need for Speed(TM) Undercover*, *Pandemonium!*, *SCRABBLE*, *SimCity(TM)*, *SPORE(TM) Origins*, *Star Trek*, *Sudoku*, *Tetris(R)*, *Tiger Woods PGA TOUR(R)*, *TRIVIAL PURSUIT* and *YAHTZEE Adventure* are currently available on Apple's App Store on iPhone and iPod touch, at [www.itunes.com/appstore](http://www.itunes.com/appstore).

For information on pricing for all EA Mobile games, visit [www.eamobile.com](http://www.eamobile.com). To follow EA Mobile on Twitter visit <http://twitter.com/eamobile>.

### **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 Hasbro games, including MONOPOLY, YAHTZEE and SCRABBLE as well as sports blockbusters from the EA SPORTS(TM) brand, including Madden NFL Football, Tiger Woods PGA TOUR, and FIFA Soccer. 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 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<sup>TM</sup>, EA SPORTS<sup>TM</sup>, EA Mobile<sup>TM</sup> and POGO<sup>TM</sup>. 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>. SCRABBLE is a trademark of Hasbro in the United States and Canada. © 2009 Hasbro. All Rights Reserved.

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