



EA Announces New Game Franchise CHARM GIRLS CLUB

New Wii and Nintendo DS Games Will Have Girls Giggling, Playing and Collecting Virtual Charms Everywhere From Pajama Parties to the Prom

LOS ANGELES, Jun 01, 2009 (BUSINESS WIRE) -- It's all about fun, friendship, and charms, as the Play Label of Electronic Arts Inc. (NASDAQ:ERTS) today announced its new, original video game franchise for girls: *CHARM GIRLS CLUB*(TM). Girls will be immersed in the fabulous Charm Girls' world where they collect sparkly, virtual charms as they complete challenges that are sassy, fun, and relevant to their world. EA will release four *CHARM GIRLS CLUB* titles this fall including *CHARM GIRLS CLUB Pajama Party* for the Wii(TM), and three titles for the Nintendo DS(TM): *CHARM GIRLS CLUB My Perfect Prom*, *CHARM GIRLS CLUB My Fashion Mall* and *CHARM GIRLS CLUB My Fashion Show*.

"*CHARM GIRLS CLUB* celebrates everything that's fun about being a girl," said Sarah Handley, Senior Director of Marketing, EA Play Label. "Girls are gamers too and EA wants to provide them with games that are fun, fabulous and appeal to their interests."

In the *CHARM GIRLS CLUB* games, girls are introduced to their new BFFs, the Charm Girls. The Charm Girls guide players through the games, give them a helping hand, and get their back when the evil Queen B's try to intervene. Girls begin by customizing their own Charm Girl character that represents their unique style. Girls can choose from thousands of trendy and stylish combinations, customizing their entire look from head to toe, including their facial features, hair, make-up, wardrobe, shoes and even their accessories!

Collecting virtual charms is key in *CHARM GIRLS CLUB*. Challenges that a girl completes can earn her a shiny new virtual charm that she will add to her virtual charm jewelry box. Special multiplayer charms can also be earned when playing with friends. Girls can show off their new charms to one another and see who collects them all.

Each *CHARM GIRLS CLUB* game presents its own unique scenario that will have girls grinning from ear to ear. In *CHARM GIRLS CLUB Pajama Party* for Wii, girls can play with the Charm Girls, or with as many as seven friends, for the ultimate interactive slumber party experience. Girls will have an all night gigglefest playing more than 30 hilarious games like Bed Bounce, Pillow Fight, Speed Hair Teasing, and many more. Using the Wii Remote's motion-sensing technology, *CHARM GIRLS CLUB Pajama Party* takes classic pajama party games and activities to a whole new level.

And there's even more fun to be had for girls on the go with three *CHARM GIRLS CLUB* titles for the handheld Nintendo DS system. In *CHARM GIRLS CLUB My Perfect Prom*, girls choose the perfect dress, the perfect date and play through dozens of zany activities before attending the big night! In *CHARM GIRLS CLUB My Fashion Show*, girls select their models and the most awesome outfits in a series of wild challenges to see who rules the virtual runway. In *CHARM GIRLS CLUB My Fashion Mall*, girls manage the mall and tackle wacky mall mishaps everywhere from the food court to the accessories boutique to the nail salon.

"With *CHARM GIRLS CLUB*, we're providing girls with quality games that emphasize cool characters, fun challenges, customization and lots of collectible charm rewards that can be shared across products," said Dyan Williams, Senior Producer, EA Play Label. "Girls are really excited about a new line of games made just for them."

Developed by the EA Casual Studios, the *CHARM GIRLS CLUB* games are scheduled to be available Fall 2009. These games have not yet been rated by the ESRB and PEGI. For more information, visit <http://www.charmgirlsclub.com> or to download artwork, visit <http://info.ea.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™, EA SPORTS™, EA Mobile™ 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. 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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