



EA to Deploy NERF 2: "N-Strike" Elite in Celebration of 40th Anniversary of Hasbro's NERF Brand

Second Installment of Top-Selling Wii Game Bundle to Include NERF Blaster and Decoder Lens

REDWOOD CITY, Calif., Jul 08, 2009 (BUSINESS WIRE) -- The Play Label of Electronic Arts, Inc. (NASDAQ: ERTS) today announced that *NERF 2: "N-Strike" Elite* is in development exclusively for the Wii(TM) video game system. Heralding the 40th anniversary year of Hasbro Inc.'s NERF brand, *NERF 2: "N-Strike" Elite* will deploy this fall, bundled with a newly designed blue NERF SWITCH SHOT EX-3 blaster and attachable decoder lens that will deliver a blend of covert operation elements with over-the-top blasting missions. *NERF 2: "N-Strike" Elite* is the second game in EA's blaster arsenal following the holiday '08 hit, *NERF "N-Strike"* in North America, which was EA's second best-selling Wii game and a Top 20 Wii title in 2008 by revenue, according to NPD.

"In the world of NERF, more is always better - so that is exactly what we're going to deliver with *NERF 2: "N-Strike" Elite*," said Chip Lange, General Manager of EA's Hasbro Division. "We're building on the enormous success of the first video game that rocked the market last holiday season as a 'must have' gift for Wii gamers. With *NERF 2: "N-Strike" Elite* we're essentially cranking up every element of the experience starting with a new 3-in-1 blaster that will have kids' jaws dropping as hidden gameplay elements come into focus through a NERF decoder scope. That, together with more in-game blasters and millions of upgrade combinations, a new army of robots to defeat, and enhanced co-op play, is sure to put *NERF 2: "N-Strike" Elite* on top again this year."

NERF 2: "N-Strike" Elite will feature a classic rail shooter style of gameplay and equip players with a cache of fresh features. With the Wii-remote snapped into the NERF SWITCH SHOT EX-3 blaster and the red reveal lens engaged, players will be able to detect enemy weak spots, solve puzzles and decode secret messages as they blast their way to victory. Boys in the target age range of 8 to 12 will jump into battle as one of four playable characters, each with their own unique customizable blasters and abilities. For those players who find themselves in a melee that requires back-up, *NERF 2: "N-Strike" Elite* will include two-player co-op, allowing buddies to immediately jump in and join the crusade. Players will also interact with a veritable army of robots including B.O.B., the same recruiting robot from the first *NERF "N-Strike"* game.

"As Hasbro gears up to celebrate the 40th anniversary of the NERF brand, the top boys property in the toy industry, EA is poised to arrive at the party with the most innovative NERF digital gameplay experience to date," said Mark Blecher, Senior Vice President and General Manager of Digital Gaming and Media at Hasbro. "*NERF 2: "N-Strike" Elite* will deliver an incredibly innovative and fun NERF-inspired experience that will resonate with tween boys and also get the nod of approval from Mom."

The *NERF 2: "N-Strike" Elite* 3-in-1 video game and SWITCH SHOT EX-3 with scope toy bundle is being developed by EA Salt Lake and will launch this fall. For more information, please visit Nerf.ea.com.

About the NERF Brand

The number one toy brand for boys in the 9 to 12 age range, NERF was first introduced in 1969 with a [polyurethane](#) foam ball that was marketed as the first official indoor ball. Based on the popularity of that ball came a follow up larger version called the Super NERF Ball. Next a basketball game was introduced and then the football, which became the most popular NERF ball.

Celebrating its 40th anniversary this year, the NERF line has continued to expand to include a variety of sports balls, blasters to more recently video games and video game accessories through licensing agreements with Electronic Arts and PDP, respectively.

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™, 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>.

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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Photos/Multimedia Gallery Available: <http://www.businesswire.com/cgi-bin/mmg.cgi?eid=6002364&lang=en>

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