



EA Calls All G.I. JOE Fans to Report for Duty

Highly Anticipated G.I. JOE The Rise of Cobra Video Game Lands at Retail as Movie Hits Theaters Worldwide

REDWOOD CITY, Calif., Aug 04, 2009 (BUSINESS WIRE) -- Electronic Arts Inc. (NASDAQ:ERTS) today released the *G.I. JOE (TM) The Rise of Cobra(TM)* video game for all major video game platforms as well as mobile devices unleashing an elite team of G.I. JOE characters to fight the evil forces of the COBRA organization. Releasing alongside its film counterpart, *G.I. JOE: THE RISE OF COBRA* from Paramount Pictures and Spyglass Entertainment, in association with Hasbro, the video game presents an all-new storyline that weaves in key elements from the film and, for long-time G.I. JOE enthusiasts, adds a layer of nostalgia inspired by the animated cartoon series, comic books and action figure toy line delivering the ultimate adrenaline-pumping, action-packed G.I. JOE experience. The accessible third person action-arcade shooter allows G.I. JOE fans to step into the boots of 16 playable characters as they battle through 20 levels of intense gameplay armed with high-tech gadgetry, weapons and vehicles.

"*G.I. JOE The Rise of Cobra* is one of those games that screams fun from the first shot due to its fast paced action that never slows down until you've taken out the last COBRA boss," said Chip Lange, General Manager of EA's Hasbro Division. "We expect the excitement to carry over from the theater to the living room as fans re-create legendary G.I. JOE action, tapping an arsenal of well-known characters, never-before-seen vehicles and futuristic weapons inspired by the iconic IP. Whether gamers choose to play solo or enlist reinforcements with our two-player co-op mode, forceful battles will unfold at every turn. This is big summer action at its best."

Do You Have the Mettle to Join the Elite G.I. JOE Team?

G.I. JOE The Rise of Cobra picks up where the movie leaves off as the COBRA organization unfurls its deadliest plot to date. Players must counter the COBRA team's every move over the course of 20 levels spanning four different environments including the snowy arctic and balmy jungles. As the high stakes battle begins to let loose, selecting the best-suited G.I. JOE characters and their accompanying gear and skillset becomes a pivotal strategic decision when facing the dark forces of COBRA such as STORM SHADOW, a soulless and powerful enemy. It may be a job for DUKE, a well balanced combat soldier or perhaps the mission should be handed off to SNAKE EYES based on his lethal martial arts skills. Better yet, co-op play lets players find the best combinations with any two characters for an over the top tag-team showdown.

When selecting a G.I. JOE team, players can handpick members from three units: Heavies, who can zero in and pick off specific targets from a distance; Commandos, who are Ninja-like and can eliminate the enemy at close range; and Combat Soldiers, who offer balanced skillsets at both distances.

Adding to the action, players are also challenged to find 75 file cards and various intelligence items that are buried deep within the game in order to unlock new characters, special missions, achievements and trophies. In addition, defeating each of the four COBRA bosses will earn the player the ability to unlock four of the classic 20-year old G.I. JOE Public Service Announcements (PSAs), other bonus content and the ability to play the game with the COBRA boss characters.

The G.I. JOE High Tech Edge

The G.I. JOE brand has long been known for its high tech gadgets, weapons and vehicles and the video game brings these futuristic wares to life for both new and long-time fans alike. The game offers up a mix of original creations by EA as well as historic classics built directly from blueprints unearthed in Hasbro's toy line archives. Whether you're hopping into the film-inspired Accelerator Suit for a lightening burst of speed, or behind the controls of the inimitable H.I.S.S. Tank, players will get a full-blown G.I. JOE brand experience all the way.

"G.I. JOE defined the action figure category 45 years ago and EA just defined how to re-imagine the powerful toy line to create a blockbuster video game experience for today's digital consumer," said Mark Blecher, Senior Vice President and General

Manager of Digital Media and Gaming at Hasbro. "The video game tightens the grip that the G.I. JOE brand has on fans with a fresh and compelling storyline inspired by the film, cartoons, comics and toys combined with 'pick-up-and-play' gameplay mechanics that will appeal to gamers of all skill levels."

Availability & Pricing

G.I. JOE The Rise of Cobra is available now on the Xbox 360(R) videogame and entertainment system, PLAYSTATION(R)3 computer entertainment system, and Wii(TM) for a MSRP of \$49.99; the PSP(R) (PlayStation(R)Portable) for a MSRP of \$39.99; the PlayStation(R)2 video game and entertainment system and Nintendo DS(TM) for a MSRP of \$29.99; and a variety of mobile devices.

G.I. JOE The Rise of Cobra for the Nintendo DS features six G. I. JOE and five COBRA characters. Built from the ground up specifically for this platform, the title serves up more than 20 missions across four environments, playable vehicles and up to four-player wireless play.

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, TIGER, CRANIUM and WIZARDS OF THE COAST. Come see how we inspire play through our brands at <http://www.hasbro.com>. (C) 2009 Hasbro, Inc. All Rights Reserved.

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SOURCE: Electronic Arts Inc.

EA Hasbro

Alexis Mervin, 650-628-7703

amervin@ea.com

or

Foghorn PR (For EA)

Mary Leddy, 508-872-3369

mleddy@foghornpr.com

or

Hasbro Corporate Communications

Julie Duffy, 401-727-5931

jduffy@hasbro.com

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