



## EA Launches SCRABBLE Gadget on iGoogle Leveraging Opensocial

### ***SCRABBLE Also Available Across Mobile Devices, Social Networking Sites, Handheld Gaming Platforms, Xbox Live Arcade and Online***

LOS ANGELES, Aug 13, 2009 (BUSINESS WIRE) -- Electronic Arts Inc. (NASDAQ:ERTS), today announced that *SCRABBLE* is launching on iGoogle in conjunction with the support of Opensocial, which offers users a more powerful and interactive way to play games on their iGoogle homepage, personal websites or desktop for quick pick-up-and-play fun. The new social features on iGoogle allow users to share content, play games and collaborate with friends on their personal homepage. *SCRABBLE* as a gadget is the 6th official version of the Hasbro owned *SCRABBLE* franchise launched by EA to give fans of the game a vast array of ways to play.

The *SCRABBLE* gadget customized for iGoogle provides the authentic game experience as well as an intuitive interface that allows head-to-head challenges against friends and family (based on subset of Google contacts). Gameplay is asynchronous and allows for up to five simultaneous games. With easy tracking of scores and statistics, one always will know where they rank against their friends as well as the iGoogle community at large. Players also can get help from extensive word lists and choose one of the several flexible speed levels to customize their level of difficulty.

"*SCRABBLE* is one of the most beloved and popular games around, so we're excited it's among the first games to launch as one of the new gadgets on iGoogle," said Robert Nashak, Vice President of the Social Games Group. "Our goal at EA is to provide as many ways as possible to play digital versions of *SCRABBLE* so players can identify what best suits their gaming habits. To date, EA has launched *SCRABBLE* on mobile devices, social networking sites, online and Xbox Live Arcade. Now with *SCRABBLE* as a gadget, players can easily add the game to their iGoogle page, which allows for a quick, fun *SCRABBLE* break during the day."

"Our goal is to make iGoogle as useful and personalized as possible and adding social elements to gadgets enables our users to have a much richer experience on their personalized homepage," said Marissa Mayer, Vice President of Search Products and User Experience. "We're excited to have EA's *SCRABBLE* gadget on iGoogle. It's an iconic game that will be fun for our tens of millions of users."

Play *SCRABBLE* as a gadget [here](#).

*SCRABBLE* is currently available on several platforms in the US. For mobile phones, *SCRABBLE* can be purchased via handset or at [www.eamobile.com](http://www.eamobile.com). Specific pricing available at [www.eamobile.com](http://www.eamobile.com). For the iPhone(TM) or iPod(R) touch, *SCRABBLE* can be purchased on the Apple App Store [www.itunes.com/appstore](http://www.itunes.com/appstore). Players can also purchase the game for their Nintendo DS (TM) and Sony PlayStation(R)Portable system (PSP(R)) for a MSRP of \$19.99. Owners of the Xbox 360(R) videogame and entertainment system can purchase the game via Xbox LIVE(R) Arcade for 800 Microsoft Points. Online gamers can play the game for free at [Pogo.com](http://Pogo.com)(TM).

### **About SCRABBLE**

A family favorite since 1948, the *SCRABBLE* Brand Crossword game has sold more than 100 million sets worldwide since its debut 60 years ago. Today there are between one and two million *SCRABBLE* games sold each year in North America and it can be found in one out of every three homes in America. The latest version, *SCRABBLE: Diamond Anniversary Edition* was released in 2008 in celebration of the game's ongoing popularity for the past six decades. Through an alliance forged between Hasbro and Electronic Arts (EA), *SCRABBLE* has also landed on digital gaming platforms including mobile phones, iPhone, iPod, iPod touch, Facebook and Pogo.com, EA's popular online gaming destination. Additionally, The National *SCRABBLE* Association sanctions more than 250 *SCRABBLE* tournaments and 300 *SCRABBLE* clubs in the United States and Canada. *SCRABBLE* is a trademark of Hasbro in the United States and Canada.

### **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](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>.

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