



EA and Claire's Team Up to Promote CHARM GIRLS CLUB Video Games for Girls

Video Game Company and Retailer Will Cross-Promote New Titles with a Mini-Game, In-Game Branding, Online Advertising and More

LOS ANGELES, Aug 20, 2009 (BUSINESS WIRE) -- The Play Label of Electronic Arts Inc. (NASDAQ:ERTS) today announced a promotion with retail store chain, Claire's, to cross-promote EA's upcoming series of video games for girls: *CHARM GIRLS CLUB*(TM). Claire's branding will be featured in *CHARM GIRLS CLUB My Fashion Mall*, one of the four games in the EA series which will be released this October, and on the *CHARM GIRLS CLUB* Web site as part of the outreach to attract the game's target consumer: tween girls, ages 8-12, many of whom shop Claire's stores for fashion accessories, jewelry, cosmetics and more.

"We're delighted to partner with Claire's," said Steve Seabolt, Vice President of Global Brand Development for EA. "The company is smart, global, forward-thinking, and have their fingers on the pulse of the tween girl audience. It's a relationship we believe will benefit Claire's customers, who we hope will also become fans of *CHARM GIRLS CLUB*."

In *CHARM GIRLS CLUB My Fashion Mall*, players help manage a mall and take it from drab to fab tackling wacky mall mishaps along the way. In the virtual mall, players will not only find a Claire's storefront and mentions throughout the game, they will participate in mini-game challenges at the store and add Claire's-branded charms to their virtual jewelry box. The title is one of three *CHARM GIRLS CLUB* games available for the Nintendo DS(TM), a popular gaming system among tween girls. EA will also promote Claire's on the *CHARM GIRLS CLUB* Web site at www.charmgirlsclub.com.

As part of the promotion, girls will be able to play the *CHARM GIRLS CLUB* "Accessorize It" mini-game on the Claire's Web site www.clares.com in the Fun & Games section. The mini-game will give visitors insight into the kind of fun, fashionable and interactive gaming experiences they can expect from EA's *CHARM GIRLS CLUB* titles. Claire's will also promote the *CHARM GIRLS CLUB* games by featuring the brand on its global Web sites.

CHARM GIRLS CLUB is a new, original series of games for tween girls that are all about fun, friendship and collecting charms. In the games, girls are immersed into the exciting world of the Charm Girls where they will complete challenges that are fresh, fun and relevant to their world, collecting sparkly virtual charms along the way. EA will release four *CHARM GIRLS CLUB* titles in October including *CHARM GIRLS CLUB Pajama Party* for the Wii(TM), and three titles for the Nintendo DS: *CHARM GIRLS CLUB My Fashion Mall*, *CHARM GIRLS CLUB My Perfect Prom* and *CHARM GIRLS CLUB My Fashion Show*.

For more information on *CHARM GIRLS CLUB*, visit <http://www.charmgirlsclub.com> or to download artwork, visit <http://info.ea.com>. For more information on Claire's, visit <http://www.clares.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: EATM, EA SPORTSTM, EA MobileTM and POGOTM. 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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About Claire's

Claire's Stores, Inc. is a leading specialty retailer of accessories and costume jewelry for girls and young women through its two

store concepts: Claire's and ICING. In total, more than 2,500 Claire's and ICING stores can be found throughout the world. For more product related information, visit the Claire's website at www.clares.com.

Photos/Multimedia Gallery Available: <http://www.businesswire.com/cgi-bin/mmg.cgi?eid=6033374&lang=en>

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