



## EA Gets Tails Wagging, Ears Perked and Paws Prancing with Launch of LITTLEST PET SHOP ONLINE

### New Virtual, Multiplayer World Allows Girls to Play, Explore, Create and Connect

REDWOOD CITY, Calif., Oct 01, 2009 (BUSINESS WIRE) -- The Play Label of Electronic Arts Inc. (NASDAQ:ERTS) today announced the launch of *LITTLEST PET SHOP ONLINE* in the U.S. and Canada, an Internet-based game and online community inspired by Hasbro's (NYSE:HAS) globally popular LITTLEST PET SHOP toy brand. *LITTLEST PET SHOP ONLINE* allows girls to interact with LITTLEST PET SHOP pets in immersive and meaningful ways such as playing games, embarking on adventures, customizing and decorating their virtual pet collection and home, and connecting with friends in a fun, dynamic online world.

"EA is at an exciting milestone, diving into the realm of virtual worlds for girls with the launch of *LITTLEST PET SHOP ONLINE*," said Chip Lange, General Manager of EA's Hasbro Division. "*LITTLEST PET SHOP ONLINE* is an incredible game and community destination, as well as an environment that parents know they can trust. We're delighted to offer LITTLEST PET SHOP fans a new and exciting way to connect online with friends through their favorite pets."

With parental permission and a broadband Internet connection, girls can open the door to *LITTLEST PET SHOP ONLINE* ([www.LPSO.com](http://www.LPSO.com)), a beautiful animated world that encourages creativity, exploration, fun and friendship.

Free play allows anyone to create a user account and enjoy many *LITTLEST PET SHOP ONLINE* features while premium memberships, priced at \$6.95 per month with discounts for three-, six- and 12-month packages, include special benefits such as extensive customization and creativity features, 100s of collectible items and the ability to create custom virtual pets. For girls who want to join the online fun while also expanding their growing offline LITTLEST PET SHOP collection, LPSO PETS are the ideal choice. Marketed by Hasbro, the pet features a sewn-in *LITTLEST PET SHOP ONLINE* code to access the 30-day trial premium membership as well as special in-game rewards. Overall, players can access the game in three ways: through free online play; by obtaining a premium online membership; or by purchasing a cute LPSO PET at retail which includes a 30-day premium membership.

*LITTLEST PET SHOP ONLINE* stretches the imagination and brings LITTLEST PET SHOP pets to life in the booming island of Waggington. Excitement and adventure unfold at every turn when girls explore the ever-changing online world as they customize their virtual pet collection, decorate their pets' home, play games like Bop 'n Balloons, discover hidden objects, engage in activities such as scrapbooking, and connect with friends both old and new. All of these fun, online quests earn girls Kibble Coins, the game's virtual currency, along the way. Premium members also have the added benefit of "spending" their Kibble on exclusive items that further expand and customize their *LITTLEST PET SHOP ONLINE* collection.

"EA has done a tremendous job of bringing Hasbro's wildly popular LITTLEST PET SHOP brand to life in a multiplayer virtual world," said Mark Blecher, Senior Vice President and General Manager of Digital Media and Gaming at Hasbro. "*LITTLEST PET SHOP ONLINE* is a unique, immersive experience filled with age and activity-appropriate fun for girls across North America. We think the fan base will be thrilled to extend their LITTLEST PET SHOP collection into an online environment, especially with LPSO PETS which will unlock special rewards."

With safety as a top priority in the development of *LITTLEST PET SHOP ONLINE*, key features also include parental consent-based access to the game, anonymity of child accounts, and "safe chat," which allows only *LITTLEST PET SHOP ONLINE*-approved words to be typed.

*LITTLEST PET SHOP ONLINE* was developed by Electronic Arts Inc. with Frima Studios (<http://www.frimastudio.com>), a leading developer of virtual world games based in Quebec City, Canada.

Visit [www.LPSO.com](http://www.LPSO.com) for more details and to sign up for the *LITTLEST PET SHOP ONLINE* newsletter. For game artwork, visit <http://www.info.ea.com>.

## About LITTLEST PET SHOP

Hasbro's LITTLEST PET SHOP brand is a line of collectible mini-dolls aimed at tween girls and their zeal for nurturing and collecting. Since its launch in 2005, LITTLEST PET SHOP has quickly become one of the fastest growing girl brands in the toy industry. More than 200 million pets have been sold. Additionally, [www.littlestpetshop.com](http://www.littlestpetshop.com) has become one of Hasbro's top-performing brand Web sites with more than 1.8 million girls creating and tracking online pet collections. The LITTLEST PET SHOP brand is also one of the hottest licensed lifestyle properties among young girls. More than 200 licensees bring LITTLEST PET SHOP-branded goods to market around the world in every major category from apparel and accessories to publishing, paper/stationery, and room décor.

## About Hasbro

Hasbro, Inc. 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>.

## 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(TM), EA SPORTS(TM), EA Mobile(TM) and POGO(TM). 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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Photos/Multimedia Gallery Available: <http://www.businesswire.com/cgi-bin/mmg.cgi?eid=6062849&lang=en>

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