



## EA's New CHARM GIRLS CLUB Website Provides Tween Girls With the Ultimate Online Experience

### ***Breakthrough Website Allows Girls to Connect With Friends, Design, Share, Play Games and More***

LOS ANGELES, Oct 01, 2009 (BUSINESS WIRE) -- The Play Label of Electronic Arts Inc. (NASDAQ:ERTS) today announced the launch of the *CHARM GIRLS CLUB*(TM) website [www.charmgirlsclub.com](http://www.charmgirlsclub.com), an online destination specially designed for girls, where they can play games, design fashions, socialize, collect charms, and immerse themselves into the world of EA's Charm Girls. Live today, the site is the first of its kind and will be fully integrated with EA's *CHARM GIRLS CLUB* video games for Wii (TM) and Nintendo DS(TM) when the games become available in the US on October 20, 2009.

"We are excited to provide tween girls with a safe, engaging online experience that truly extends the *Charm Girls Club* video games and appeals to girls' interests," said Sarah Handley, Senior Marketing Director, EA Play Label. "Through the unique, connected console and online game play, girls' experiences will be enriched the more they play with Charm Girls Club."

The *CHARM GIRLS CLUB* website provides a safe place for tween girls to create and share cool fashions and connect with friends in a social online environment. On the site, girls can choose from thousands of combinations to create their personalized Charm Girl that reflects their head-to-toe style including hair, facial features, makeup, fashions and accessories. They can design a virtual charm bracelet with hundreds of shimmering charms that are earned by playing games. Girls can also create their personal profile page, update their status, see what's going on with their friends in the news feed, take fun polls and learn about the Charm Girls and the associated video games.

Girls who visit the site will find a multitude of totally girl appealing activities that they can participate in for free. They can play mini-games like "Mall Mania" and "Accessorize It" to earn virtual charms and Charm Coins, the website's virtual currency. Earning Charm Coins allows girls to purchase more outfits and accessories for their Charm Girl in the online Shopping Mall. The Design Studio fashion tool allows girls to design their own fabric patterns, choose silhouettes, and create their own unique fashions. These elite user generated designs can be submitted to the Design Gallery for other girls in the Charm Girls Club community to vote on.

Girls who purchase *CHARM GIRLS CLUB* games when they become available in October will have access to even more content on the website. As girls play through the video games, they will earn Charm Codes that can be used online. By entering Charm Codes online, girls can unlock hundreds of super cool fashions, virtual charms and Charm Coins that will enhance the online Charm Girls Club experience. The more girls play with Charm Girls Club games and the website, the more access they will have in the Charm Girls Club games and website.

*CHARM GIRLS CLUB* is EA's new, original property for tween girls. Through the games and the website, tween girls are immersed into the world of the Charm Girls where they will show off their unique style, meet friends and complete games and activities to see who can collect the most charms. EA will release four *CHARM GIRLS CLUB* video games in the US on October 20<sup>th</sup> including *CHARM GIRLS CLUB Pajama Party* for the Wii, 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*. All four *CHARM GIRLS CLUB* video games are rated "E" for "Everyone."

To see what *CHARM GIRLS CLUB* is all about, visit <http://www.charmgirlsclub.com>. To download assets, visit <http://info.ea.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<sup>TM</sup>, EA SPORTS<sup>TM</sup>, EA Mobile<sup>TM</sup> and POGO<sup>TM</sup>. 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>.

EA, EA SPORTS, EA Mobile, POGO and Charm Girls Club are trademarks or registered trademarks of Electronic Arts Inc. in the U.S. and/or other countries. Wii and Nintendo DS are trademarks of Nintendo.

SOURCE: Electronic Arts Inc.

EA

Lilit Baron, 650-628-9247

PR Manager

[lbaron@ea.com](mailto:lbaron@ea.com)

Brooke Bauguess, 310-754-7312

Senior PR Manager

[bbauguess@ea.com](mailto:bbauguess@ea.com)

Copyright Business Wire 2009