



## EA Dazzles Girls With the Release of CHARM GIRLS CLUB Games

### *Four Great Games for Tween Girls Just in Time for the Holidays*

LOS ANGELES, Oct 20, 2009 (BUSINESS WIRE) -- The Play Label of Electronic Arts, Inc. (NASDAQ:ERTS) added a touch of charm to everyone's holiday wish list today and announced the North American release of four video games for EA's new *CHARM GIRLS CLUB*(TM) property. Designed for tween girls, *CHARM GIRLS CLUB* games provide fun, friendship and collectible charms. Each game delivers a unique theme including *CHARM GIRLS CLUB Pajama Party* for the Wii(TM), along with *CHARM GIRLS CLUB My Fashion Mall*, *CHARM GIRLS CLUB My Perfect Prom* and *CHARM GIRLS CLUB My Fashion Show* for the Nintendo DS(TM).

"*CHARM GIRLS CLUB* is EA's first original property made specifically for young girls and highlights our commitment to create quality and meaningful gaming experiences for this audience," said Dyan Williams, Senior Producer at EA. "Based on input from hundreds of girls across the country, *CHARM GIRLS CLUB* games are designed around places and events that resonate with these girls, like the mall, the prom or a sleepover."

In each *CHARM GIRLS CLUB* game, girls begin by creating their own customized Charm Girl character choosing from a variety of different hair styles, clothing, shoes, accessories and make-up options. They are then joined by the Charm Girls Club "BFF's" - Anna, Sara, Olivia, and Emilie - who offer in-game guidance and encouragement as players embark on adventures filled with lots of fun and mini-games. Along the way, girls earn and collect shiny new virtual charms by completing challenges which are then added to their virtual jewelry box. In addition, the charms also unlock surprises in other *CHARM GIRLS CLUB* games and special multiplayer charms can be earned while playing with friends.

In *CHARM GIRLS CLUB Pajama Party* for the Wii, girls can ignite a gigglefest with the Charm Girls or up to seven friends creating an outrageously fun sleepover. Over 30 hilarious pajama party mini-games such as Speed Hair Tease, Bed Bounce, and Pillow Fight will keep girls engaged and entertained for hours.

The trio of *CHARM GIRLS CLUB* games for the Nintendo DS packs a lot of amusement and adventure. In *CHARM GIRLS CLUB My Fashion Mall*, girls manage their dream mall and tackle kooky mishaps while playing mini-games such as Dress A Friend, Mani/Pedi Palace, and Hamburger Heaven. *CHARM GIRLS CLUB My Perfect Prom* sends girls on the search for the perfect dress and date as they earn charms by participating in various fundraising activities like Car Wash, Sort Sparkles, and Serving Sweets leading up to prom night. For girls who love fashion design, *CHARM GIRLS CLUB My Fashion Show* lets girls create fashion collections, choose their models, pick poses and run the show while competing in over 20 fun fashion challenges.

Girls can also play games, design fashions, socialize, collect charms, and immerse themselves into the world of EA's Charm Girls at the *CHARM GIRLS CLUB* website: [www.charmgirlsclub.com](http://www.charmgirlsclub.com). This online destination is integrated with EA's *CHARM GIRLS CLUB* video games for Wii and Nintendo DS so girls can experience the brand wherever they are playing.

*CHARM GIRLS CLUB Pajama Party* for the Wii has a MSRP of \$39.99. *CHARM GIRLS CLUB* titles for the Nintendo DS each have a MSRP of \$29.99. All games are currently available at retail nationwide and are rated "E" for Everyone. For more information, visit [www.charmgirlsclub.com](http://www.charmgirlsclub.com). For assets, visit <http://eapressbox.ea.com/eaplay/index.html>.

### **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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