



## It's Time to Celebrate the Holiday Season With Best Friends as EA Launches LITTLEST PET SHOP Friends on the Wii and Nintendo DS

### ***LITTLEST PET SHOP Video Games Deliver Big Fun Featuring Extensive Customization, New Pets With Unique Personalities, Adventures, and Mini-Games***

REDWOOD CITY, Calif., Oct 21, 2009 (BUSINESS WIRE) -- The Play Label of Electronic Arts Inc. (NASDAQ:ERTS) got the party started today and announced the release of *LITTLEST PET SHOP Friends* for the Wii(TM) and Nintendo DS(TM), the latest lineup of games for girls based on Hasbro's (NYSE:HAS) globally popular LITTLEST PET SHOP toy brand. Made for girls 6-10, *LITTLEST PET SHOP Friends* gameplay centers around party preparations as girls and their pets get ready to throw the biggest LITTLEST PET SHOP celebration of the year.

"EA has a dedicated team focused on creating quality games for girls and these new LITTLEST PET SHOP experiences are designed to appeal to that group by keeping their likes and playing habits top-of-mind," said Chip Lange, General Manager of EA's Hasbro Division. "*LITTLEST PET SHOP Friends* is about celebrating what's important to little girls, like their best friend and fun parties, and because of this, we think these games will be at the top of every girls' holiday wish list."

*LITTLEST PET SHOP Friends* for the Wii features co-op play so girls can share the fun alongside their real-life best friends. Girls begin their adventure by choosing from 16 new and adorable pets packed with personality such as a Great Dane, Peacock, Beaver, and the Messy Cat. Girls then put their distinctive mark on pets through extensive customization options, such as a multitude of combinations for customizable accessories, or by creating their own exclusive designs. With pets styled and ready to go, exciting adventures, activities around party preparations and gameplay unfold in a variety of environments including the Beach, Country, and City where players guide their pets through an array of LITTLEST PET SHOP-style fun. Framed by a rich storyline and high-quality in-game cinematics, girls embark on a journey filled with activities such as delivering party invitations and serving up cake and ice cream, to completing more than a dozen special tasks on their way to arriving at the big celebration.

For the Nintendo DS player, EA has released three new versions -- *LITTLEST PET SHOP City Friends*, *LITTLEST PET SHOP Beach Friends*, and *LITTLEST PET SHOP Country Friends*. Each game includes a unique storyline and six exclusive pets such as a Collie, Ladybug and Tiger, as well as a pet best friend who helps players complete a variety of activities and games on their way to the gala event where a special mystery guest awaits their arrival. The pets also have their own house where girls can send party items such as gifts, baked goods, and decorations. Additionally, customization options include a vast assortment of accessories, including the ability to design your own. Plus, enhanced Wi-Fi multiplayer gameplay allows girls to expand the *LITTLEST PET SHOP Friends* experience to include their best friends.

"EA has delivered yet another strong slate of video games for girls based on Hasbro's powerhouse LITTLEST PET SHOP brand," said Mark Blecher, Senior Vice President and General Manager of Digital Media and Gaming at Hasbro. "*LITTLEST PET SHOP Friends* enables girls to further expand their growing pet collections into new environments filled with exciting adventure and gameplay."

*LITTLEST PET SHOP Friends* for the Wii is priced at a MSRP of \$39.99. *LITTLEST PET SHOP Friends* for the Nintendo DS each carry a MSRP of \$29.99. All games are rated "E" for Everyone and available at major retailers. For more information on the games, visit [www.littlestpetshop.ea.com](http://www.littlestpetshop.ea.com). For assets, visit <http://eapressbox.ea.com/eaplay/index.html>.

### **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 top girls brands in the 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™, 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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