



EA Releases NERF "N-Strike" Elite for the Wii With Bundled NERF Blaster and Red Reveal Lens

Sequel to Last Year's Top-Selling NERF Video Game Delivers Over-the-Top Action in Celebration of Brand's 40th Anniversary

REDWOOD CITY, Calif., Oct 27, 2009 (BUSINESS WIRE) -- The Play Label of Electronic Arts Inc. (NASDAQ:ERTS) today announced shipment of *NERF "N-Strike" (TM) Elite* for the Wii(TM), the next installment in the top-selling video game franchise. The 3-in-1 *NERF "N-Strike" Elite* experience includes the game, which is loaded with new in-game NERF blasters, missions, levels and expanded customization features as well as a bundled NERF SWITCH SHOT EX-3 blaster and attachable Red Reveal decoder lens.

"There were high expectations for *NERF "N-Strike" Elite* from consumers and retailers based on last year's game success so we upped the ante across every facet of the experience," said Chip Lange, General Manager and Vice President of EA's Hasbro Division. "*NERF "N-Strike" Elite* delivers even deeper gameplay and customization elements, unlocks a new arsenal of blasters, and serves up high adrenaline missions for action seekers of all ages. In addition to the blaster, we added another accessory to the bundle - a decoder lens which adds a new layer of immersive and interactive NERF game play."

Players kick-off the *NERF "N-Strike" Elite* action by choosing from four characters, each with unique blasters and special abilities. As part of a four-person team, they are tasked with completing a series of increasingly challenging missions with the ultimate end-goal of destroying an army of robots led by B.O.B., who has been rebuilt and is much tougher than in the first *NERF "N-Strike"* game. Players can arm themselves with more than a dozen real and never-before-seen NERF blasters that are unlocked as they progress through the game. Each blaster, including Hasbro's new NERF N-STRIKE RAIDER RAPID FIRE CS 35 which makes its first game debut, offers individual strengths and weaknesses adding tactical strategy to *NERF "N-Strike" Elite*.

As players progress through several indoor and outdoor levels, they encounter glowing canisters that they can blast to collect points to use toward customization, such as increasing the firing speed and changing the color of the blasters. Players can also use their points to "purchase" in-game upgrades like scopes, lasers, and dart with custom colored trails or whistles.

Players have the option of going solo through the levels or teaming up with a friend in two-player co-operative play for the entire campaign. In this mode, teamwork is rewarded as players encounter areas of the game that they can only enter as a team of two. In these environments, cooperation is required to unlock special Elite Moments, where action intensifies and unique unlockable items and hidden codes can be found.

NERF "N-Strike" Elite comes bundled with a NERF SWITCH SHOT EX-3 blaster that offers two ways to play. Players can snap the Wii Remote into the chamber of the blaster and use it for in-game play or alternatively, swap in the dart cartridge to transform the blaster for classic NERF play. The second accessory component is a brand new Red Reveal lens that attaches to the blaster and is used to uncover hidden messages within the game that allows players to find hidden unlock codes and expose enemy weak spots.

"The launch of *NERF "N-Strike" Elite* is the perfect way to round out the 40th anniversary of the powerhouse NERF brand," said Mark Blecher, Senior Vice President and General Manager of Digital Gaming and Media at Hasbro. "EA and Hasbro continue to push the boundaries in terms of re-imagining the NERF experience for the digital consumer and together, we've integrated accessories inspired by the NERF toy line to deliver an amazing 3-in-1 bundle that will be a big hit with boys this holiday season."

NERF "N-Strike" Elite is available at retail and priced at MSRP \$59.99. The game is rated E10+. For more information, visit <http://nerf.ea.com>. For assets, visit <http://info.ea.com/product.asp?s=2643>.

About the NERF Brand

The number one toy brand for boys in the 9 to 12 age range, NERF was first introduced in 1969 with a [polyurethane](#) foam ball that was marketed as the first official indoor ball. Based on the popularity of that ball came a follow up larger version called the Super NERF Ball. Next a basketball game was introduced and then the football, which became the most popular NERF ball. Celebrating its 40th anniversary this year, the NERF line has continued to expand to include a variety of sports balls, blasters to more recently video games and video game accessories.

About Electronic Arts

Electronic Arts Inc. (EA), headquartered in Redwood City, California, 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[™] and POGO[™]. 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>.

About Hasbro

Hasbro (NYSE:HAS) is a worldwide leader in children's and family leisure time entertainment products and services, including the design, manufacture and marketing of games and toys ranging from traditional to high-tech. Both internationally and in the U.S., its PLAYSKOOL, TONKA, MILTON BRADLEY, PARKER BROTHERS, TIGER, CRANIUM and WIZARDS OF THE COAST brands and products provide the highest quality and most recognizable play experiences in the world. ©2009 Hasbro, Inc. All Rights Reserved.

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Photos/Multimedia Gallery Available: <http://www.businesswire.com/cgi-bin/mmg.cgi?eid=6083757&lang=en>

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