



EA Brings Cheer to Holiday Gatherings and Travel with HASBRO FAMILY GAME NIGHT 2

Sequel to Award-Winning Video Game Offers New Lineup of Classic Family Favorites

REDWOOD CITY, Calif., Oct 28, 2009 (BUSINESS WIRE) -- The Play Label of Electronic Arts Inc. (NASDAQ:ERTS) is about to add some sizzle to holiday gatherings and travel as it begins shipping *HASBRO FAMILY GAME NIGHT 2* for the Wii(TM) and *HASBRO FAMILY GAME NIGHT* for the Nintendo DS(TM). The sequel to last year's award-winning *HASBRO FAMILY GAMENIGHT* video game collection brings five new Hasbro (NYSE: HAS) games to the Wii platform this year and, for the first time, gives on-the-go fans some portable fun with four games for the Nintendo DS.

HASBRO FAMILY GAME NIGHT 2 for the Wii brings five top-selling favorites to the console platform, including: OPERATION, JENGA, BOP IT, PICTUREKA, and CONNECT 4X4. Up to four players can jump into original gameplay modes for each of the games or they can enjoy new modes which include "JENGA Chance Blocks" where players hammer escaping blocks or remove "Bomb Blocks" before they explode. The title also offers a GameShow Party mode, where players are transported to a live GameShow in front of an in-game studio audience, with MR. POTATO HEAD as the host, while players play as their own Wii Mii characters. As host, MR. POTATO HEAD beckons players to spin the Challenge Wheel to determine which game they will play.

"EA is committed to bringing friends and families together around the TV for engaging, wholesome interactive entertainment," said Chip Lange, Vice President and General Manager of EA's Hasbro Division. "With *HASBRO FAMILY GAME NIGHT 2*, we've added some great game experiences to our line-up that range from a zany GameShow mode to addicting family classics like OPERATION, BOP IT and PICTUREKA. We're sure *HASBRO FAMILY GAME NIGHT 2* will provide lasting memories and enjoyable times this holiday season."

In addition to the incredible game lineup, *HASBRO FAMILY GAME NIGHT 2* allows players to add some personal flair to the fun by using their Mii characters, choosing new environments and customizing MR. POTATO HEAD & MRS. POTATO HEAD with several unlockable themes, such as Tokyo Gamer or Wild West. The title also brings out the competitor in almost everyone as players try to outpace one another in their quest for winning the coveted "Gold Potato" trophy to add to their collection.

For those who like to take their fun with them, *HASBRO FAMILY GAME NIGHT* for the Nintendo DS includes BATTLESHIP, CONNECT 4, OPERATION, and BOP IT. Like its Wii counterpart, the Nintendo DS version allows players to engage in traditional play modes as well as fun, new modes. For example: "CONNECT 4 Power Chips" offers specialty chips like the "Bomb Chip" that destroys all adjacent chips, or the "Double Chip" which doubles your score! Nintendo DS players who hone their skills can look forward to winning trophies and unlocking fresh, new environments. *HASBRO FAMILY GAME NIGHT* for the Nintendo DS offers wireless and/or single-cart multi-player fun.

"Game fans will be thrilled to see even more classic Hasbro-branded games re-imagined for digital platforms with *HASBRO FAMILY GAME NIGHT 2* for the Wii and *HASBRO FAMILY GAME NIGHT* for the DS, which both offer consumers a powerful new blend of content and value," said Mark Blecher, Vice President and General Manager of Digital Media and Gaming at Hasbro. "The lineup of games will instantly inject digital fun into a family gathering or serve as great on-the-go travel entertainment as consumers head into the holidays."

HASBRO FAMILY GAME NIGHT 2 for the Wii carries an MSRP of \$39.99 and *HASBRO FAMILY GAME NIGHT* for the Nintendo DS has an MSRP of \$29.99. Both titles are rated E for Everyone. For more information, visit <http://hasbrofamilygamenight.ea.com>. For assets, visit <http://info.ea.com/product.asp?s=2592>.

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, Inc. (NYSE:HAS) 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>. (C) 2009 Hasbro, Inc. All Rights Reserved.

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Editors' Note: HASBRO FAMILY GAME NIGHT won the following awards -- Parents Choice Silver Honor Award and Toy Wishes Magazine All-Star Award.

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