



EA Sets Stage for World Domination With *RISK: Factions*

Globally Popular, Strategic Game of Conquest in Development for Xbox LIVE Arcade

REDWOOD CITY, Calif., Jan 11, 2010 (BUSINESS WIRE) -- The EA Play Label of Electronic Arts Inc. (NASDAQ:ERTS) today announced that it is bringing Hasbro's (NYSE:HAS) globally popular strategy game, *RISK*, to Xbox LIVE(R) Arcade (XBLA) in early 2010. Featuring outlandish factions, a unique art style, new gameplay twists and off-beat humor, *RISK: Factions* promises to challenge and captivate both new and seasoned *RISK* fans on their quest for world domination.

"For the past half-century, millions of *RISK* fans have been consumed with ruling the world, underscoring the board game's enduring appeal," said Chip Lange, Senior Vice President and General Manager of EA's Hasbro Division. "We're now going to bring that masterpiece experience to life and add other amazing layers of XBLA-style gameplay that will take conquests to a new level, including the ability to battle players from around the globe for the first time, truly giving new meaning to the phrase 'world domination'."

Developed by *Magic the Gathering: Duels of the Planeswalkers* studio Stainless Games and featuring cinematics from veteran animation studio Power House Animation, *RISK: Factions* will offer innovative ways of experiencing the timeless turn-based board game in both objective-based and world conquest modes. Players will be able to engage as one of five playable factions, each with different strengths, as they wage war on new maps with dynamic terrain in their quest for missile silos in order to strategically dominate the game. Additionally, as rivals go head-to-head during unique, animated combat missions, enemies will be able to trigger "Overkill" moments, based on the roll of the dice, and unlock avatar awards while attempting global supremacy. With a new animated art style, kooky humor and a choice of five oddball factions, *RISK: Factions* is sure to offer something for veteran *RISK* strategists and newcomers alike.

"Just as the original *RISK* board game broke new ground 50 years ago by being the first game to offer non-linear movement, EA is re-inventing this long-time favorite for today's digital consumer," said Mark Blecher, Senior Vice President and General Manager of Digital Media and Gaming at Hasbro. "We expect *RISK: Factions* to be well received on XBLA among the strategy and simulation community."

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>.

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About Stainless Games

Stainless Games is a privately owned company based on the South Coast of the UK. Although best known for the creation of the multi-million selling Carmageddon franchise, the company has now become recognized as one of the world's leading companies in the burgeoning Console Download market, most recently developing the No1 XBLA title, *Magic the Gathering: Duels of the Planeswalkers*. For more information visit the Stainless Games website at www.stainlessgames.com.

About Power House Animation

Austin Texas based Powerhouse Animation Studios was founded by industry veterans Frank Gabriel, Bruce Tinnin and Brad Graeber. The group utilizes state-of-the-art technology to create novel, fresh traditional animation. With over 30 years of experience in feature and television animation, as well as commercial design, Powerhouse offers a range of design and animation services, including traditional and Flash animation, game cinematics, character design, storyboarding, viral marketing and interactive games. Powerhouse created cinematics for the cult favorite video game Penny Arcade: On the Rain-Slick Precipice of Darkness video game, and is working currently with several of the tier 1 console game studios to produce cinematics, mini-games, and animation. Powerhouse animated Kevin Smith's "10th Anniversary Clerks DVD." Powerhouse's resume also boasts creating the first fully animated music video for Country Music Television--Lonestar's "Mr. Mom." Our animators have worked on films including Prince of Egypt, Mulan, Curious George, Brother Bear, Lilo & Stitch, Mulan, Space Jam, Anastasia, Titan A.E., Thumbelina, and A Troll in Central Park. Members of Powerhouse's staff have animated Bugs Bunny for Warner Bros. Classics, and Rocky and Bullwinkle for television commercials. Powerhouse also had the opportunity to create a series of customized arcade machines, including one created for performers Ben Affleck and Jennifer Lopez. To learn more about Powerhouse, please visit www.powerhouseanimation.com.

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