



## **EA Sells Over Eight Million Units Worldwide of Hasbro-Branded Family and Kids Video Games in One Year**

### ***Success of Hasbro-Licensed Lineup Proves Demand for Quality, Casual Games Across All Major Digital Platforms***

REDWOOD CITY, Calif., Feb 10, 2010 (BUSINESS WIRE) -- The Play Label of Electronic Arts Inc. (NASDAQ:ERTS) today announced that its Hasbro-branded video games have sold a combined total of more than eight million units at retail globally<sup>1</sup>. To date, the company has launched 20 different Hasbro brands on 18 major digital platforms since the strategic alliance between EA and Hasbro (NYSE:HAS) was formed in August 2007.

EA attributes the soaring popularity of its Hasbro-inspired portfolio of video games to a combination of key market drivers such as the growing mass appeal of family-friendly video games, the ongoing demand for video games designed specifically for girls, and the rich heritage and draw of Hasbro's iconic toy and game properties.

A recent Nickelodeon study states that 36 percent of families are playing video games together as entertainment<sup>2</sup>, and according to NPD Group, Inc., more than \$700 million of interactive software was purchased for girls ages 6-12 in 2008, up 23 percent from 2007<sup>3</sup>.

"EA's Hasbro-branded lineup has experienced tremendous success in the casual games market with video games that hold great appeal for families and kids as we've retained the essence of Hasbro's iconic brands while re-imagining the toy and board game play experiences," said Chip Lange, Senior Vice President and General Manager of EA's Hasbro Division. "We really see these products extending the reach of interactive opportunities available for players today. They made the perfect gift for the holidays, and during the rest of the year, they are the ideal content for mobile gaming devices or to play and keep in touch with friends online."

EA has extended the Hasbro lineup beyond consoles to more interactive platforms over the past 18 months with Pogo.com(TM), and through EA Mobile(TM), with mobile devices like the iPhone(R). To date, Hasbro-licensed board game properties for mobile have made it into the Top 100 Paid Apps on the App Store<sup>SM</sup> including: *SCRABBLE* (in the US and Canada only), *BATTLESHIP*, *BOGGLE*, *CLUE*, *TRIVIAL PURSUIT*, *THE GAME OF LIFE*, *CONNECT 4*, *YAHTZEE Adventures*, *MONOPOLY*, and *MONOPOLY Here & Now: The World Edition*.

In addition, three new Hasbro-licensed online games released by EA were added to the Pogo line up in 2009: *BOGGLE Bash*, *BATTLESHIP* and *MONOPOLY Slots*. These new offerings joined previously released titles such as *SCRABBLE*, *MONOPOLY Here & Now: The World Edition*, *YAHTZEE Party!* and *TRIVIAL PURSUIT*, all of which were in the top ten of all Pogo games in terms of worldwide visitors and minutes played. In December 2009, over 4.3 million game play minutes of *SCRABBLE* were logged on Pogo<sup>4</sup>.

The *LITTLEST PET SHOP* video game franchise from EA has shown robust growth selling more than 3.5 million units since the first wave of games were released in October 2008<sup>1</sup>. In 2009, the digital franchise expanded when the company launched *LITTLEST PET SHOP Online*, an Internet-based game and online community allowing girls to create their very own *LITTLEST PET SHOP* pets, chat with friends, play fun games and explore a dynamic online world. *LITTLEST PET SHOP* is also now available on the iPhone and iPod touch(R), and as DSiWare(TM).

For boys, the *NERF "N-Strike"* video game franchise has delivered over-the-top action, and families around the world have gathered to play *HASBRO FAMILY GAME NIGHT* and *HASBRO FAMILY GAME NIGHT 2*, with both game franchises also selling more than one million units each<sup>1</sup>. In addition, *MONOPOLY* titles boasted strong sales selling over one million units across console platforms<sup>1</sup>.

EA's Hasbro-branded games have also had a strong presence on Xbox LIVE(R) Arcade (XBLA), with seven games launched in 2009 under the *HASBRO FAMILY GAME NIGHT* umbrella, surpassing 500,000 paid downloads. The portfolio of games was ranked #4 in the most popular Arcade games on the LIVE Service for 2009, based on connectivity. *HASBRO FAMILY GAME NIGHT* on XBLA features classic and party game modes of family favorites such as *SCRABBLE* (in the U.S. and Canada), *CONNECT FOUR*, *BATTLESHIP*, *YAHTZEE*, *BOGGLE*, *SORRY!* and *SORRY! Sliders*. All games are available for 800MSP each.

"Hasbro's powerhouse alliance with EA continues to deliver big hits for casual gamers around the world across every major platform," said Mark Blecher, Senior Vice President and General Manager of Digital Gaming and Media at Hasbro. "Together, we continue to re-imagine the Hasbro-branded play experience and put it at the fingertips of consumers so they can ignite Hasbro-style fun any time, any place."

1 According to NPD Data for December 2009, GFK and internal EA databases

2 According to Nickelodeon research study, "The Family GPS," November 2009

3 According to NPD Data for May 2009

4 According to ComScore (avg. minutes per usage day, worldwide, August 2009)

## 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>.

## About EA Mobile

EA Mobile(TM), is the world's leading wireless entertainment publisher with award-winning games such as *Tetris*(R), *Bejeweled* (R), *The Sims*(TM), and *Need for Speed*(TM). The EA Mobile portfolio also includes casual games based on the company's partnership with Hasbro, Inc. including MONOPOLY, YAHTZEE and SCRABBLE (in the U.S. and Canada) as well as sports blockbusters from the EA SPORTS(TM) brand, including *Madden NFL Football*, *EA SPORTS FIFA Soccer* and *Tiger Woods PGA TOUR*(R). EA Mobile develops games for multiple mobile platforms including mobile phones, smartphones, the iPhone(R) and iPod(R). For more information about EA Mobile, please visit [www.eamobile.com](http://www.eamobile.com).

## About Pogo.com

Pogo.com(TM) is the #1 stickiest online destination in the US (1). The site is home to over 15.3 million unique visitors a month (worldwide) who play for more than 62 minutes a day (1). Boasting a wide variety of more than 100 free online games including puzzle games, word games, casino games, classic card games and [board games](#), Pogo.com features both single-player and multiplayer games. The site offers players an easy-to-use chat feature where millions of people talk about their favorite games, best scores, or simply share stories about their lives. Pogo.com is known for its thriving online community of players who forge life-long friendships through the site. Pogo has local sites and communities in UK ([pogo.co.uk](http://pogo.co.uk)) and Germany ([pogo.de](http://pogo.de)). The Pogo.com premium service, Club Pogo, offers players a variety of VIP features including exclusive games, no ad interruptions, private chat and avatars. Club Pogo had over 1.75 million paying subscribers at the end of August 2009.

(1) According to ComScore (avg. minutes per usage day, worldwide, August 2009)

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