



EA to Expand Multi-Million Unit Selling Virtual Pet Video Game Franchise with LITTLEST PET SHOP Biggest Stars

New Triad of Nintendo DS Games Based on Popular Hasbro Brand for Girls in Development

REDWOOD CITY, Calif., Apr 29, 2010 (BUSINESS WIRE) -- Young girls around the world are invited to start practicing their best skills for the ultimate LITTLEST PET SHOP competition. The EA Play Label of Electronic Arts Inc. (NASDAQ:ERTS) today announced it is developing *LITTLEST PET SHOP 3 Biggest Stars*, a collection of three Nintendo DS(TM) games slated for release in fall 2010. The third iteration in the immensely popular LITTLEST PET SHOP video game series will encourage girls to hone and polish their team building skills as they further expand their collections with new pets, accessories and mini games.

LITTLEST PET SHOP 3 Biggest Stars will offer three separate games for the Nintendo DS - Blue Team, Pink Team, and Purple Team. The collection of games shares an overarching storyline that will inspire and rally girls to prepare their LITTLEST PET SHOP pets to become the "Biggest Star," by training their pets to compete in a variety of contests such as fine tuning fashion sense, perfecting athletic ability and showing off artistic flair.

Each version of the *LITTLEST PET SHOP 3 Biggest Stars* collection will offer six in-game exclusive pets and team-themed accessories in each version, allowing girls to do what they love most when it comes to LITTLEST PET SHOP - collect, customize and interact with an assortment of new pets as each character vies to be named the "Biggest Star." The game titles will also include a wide array of mini games featuring an expanded assortment of pet animations and interactions not found in previous games.

"LITTLEST PET SHOP 3 Biggest Stars gives us an opportunity to continue our industry leadership over the young girls category in developing high quality games tailored just for them, particularly with our highly successful LITTLEST PET SHOP franchise, based on the Hasbro brand, which has sold nearly 4 million video game units worldwide," said Chip Lange, General Manager and Senior Vice President of the Hasbro Division at Electronic Arts. "We have a world class online world dedicated to this space with LITTLEST PET SHOP Online, and have seen great success on our iPhone application, as well. Now, our support continues with the third chapter in the exciting LITTLEST PET SHOP series that we just know girls will be delighted with as they'll have a chance to live out the fun of performing with their favorite pets."

For more information on *LITTLEST PET SHOP 3 Biggest Stars*, please visit: <http://ea.com/games/lps3-biggest-stars-purple-team>.

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: EATM, 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. 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. 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>. © 2010 Hasbro, Inc. All Rights Reserved.

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SOURCE: Electronic Arts Inc.

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