



EA to Deliver Dynamic 3D MONOPOLY Gameplay Experience with MONOPOLY Streets

MONOPOLY-Inspired Video Game to Help Celebrate 75th Anniversary of Hasbro's MONOPOLY Brand

REDWOOD CITY, Calif., May 06, 2010 (BUSINESS WIRE) -- The EA Play Label of Electronic Arts Inc. (NASDAQ: ERTS) today announced it is developing *MONOPOLY Streets* for the Wii(TM), Xbox 360(R) videogame and entertainment system, and PlayStation(R)3 computer entertainment system. For the first time ever, players will experience MONOPOLY, one of the world's favorite family game brands, as a fully dynamic, living, 3D world that continuously evolves with the video game action. Additionally, *MONOPOLY Streets* will feature online multiplayer and unique downloadable content for Xbox360 and PlayStation 3 players around the world. Scheduled to launch in fall of 2010, the experience will offer an assortment of features that add to the thrill of becoming a MONOPOLY real estate mogul. Hasbro's classic *MONOPOLY* will also be available on the Nintendo DS (TM) in conjunction with the release of *MONOPOLY Streets*.

In recognition of the MONOPOLY brand entertaining families around the globe for 75 years, *MONOPOLY Streets* will offer players the ability to become completely immersed within a MONOPOLY-themed world, re-imagined to experience the game at street level. Developing properties within high rent districts will produce lavish houses and hotels that appear within the world and further substantiate its visual appeal, while developing in the less expensive areas provide more modest, but no less interesting, establishments. The game will also feature player-owned headquarters that rise and fall along with the Player's fortunes - large and luxurious when winning, stunted and minuscule when losing. For purists, *MONOPOLY Streets* will offer classic game board modes, as well.

MONOPOLY Streets will come loaded with an array of imaginative twists such as the ability to establish "house rules" where players can save their own set of customized rules tailored to their group of friends. In addition, players will be able to create and play as their own Wii Mii(TM) or Xbox 360 avatar, and have the city populated by their friend's Wii Mii or Xbox 360 avatars. Online play will also ratchet up the fun on Xbox 360 and PlayStation 3, allowing players to find and challenge other aspiring moguls while tracking ranking and progress on local, national and world leaderboards. Additionally, the Xbox 360 and PlayStation 3 versions will feature an assortment of downloadable content that may include a variety of items such as themed boards and tokens.

"We're taking Hasbro's No. 1 family game brand and masterfully striking the balance of offering the classic MONOPOLY play experience and adding a spectacular new visual treatment as we bring the classic board to life with players walking the streets of MONOPOLY," said Chip Lange, General Manager and Senior Vice President of EA's Hasbro Division. "*MONOPOLY Streets* will bring people together and connect families all over the world by offering online gameplay through their gaming consoles. We think this unique, combined offering will bring families together around the TV this holiday season for a classic family gaming tradition they'll remember for years to come."

In addition, EA will further extend its MONOPOLY franchise with *MONOPOLY City*, currently in development for Pogo.com. At launch, players will be able to download the game from www.pogo.com for instant fun on the PC.

*Internet connection required. See pack for additional details.

About MONOPOLY

Since 1935, more than 275 million copies of MONOPOLY have been sold in 111 countries and 40 languages. Hundreds of different editions of the game have been published, but the most popular continues to be the classic "Number Nine." Affectionately known by its original product number, "Number Nine" is based on the streets of Atlantic City and is nearly identical to Charles Darrow's original submission to Parker Brothers. The MONOPOLY name and logo, the distinctive design of the game board, the four corner squares, the MR. MONOPOLY name and the character, as well as each of the distinctive elements of the board and playing pieces are trademarks of Hasbro for its property trading game and game equipment.

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. 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, All Rights Reserved.

EA, EA SPORTS, EA Mobile and POGO are trademarks of Electronic Arts Inc. The MONOPOLY name is a trademark of Hasbro and used with permission. Nintendo DS, Wii and Mii are trademarks of Nintendo. Microsoft, Xbox and Xbox 360 are trademarks of the Microsoft group of companies. "PLAYSTATION" is a registered trademark of Sony Computer Entertainment Inc. All other trademarks are the property of their respective owners.

SOURCE: Electronic Arts Inc.

EA Play

Lilit Baron, 650-628-9247

lbaron@ea.com

or

Foghorn PR (For EA Play)

Shelly Eckenroth, 717-852-7060

seckenroth@foghornpr.com

or

Hasbro

Pat Riso, 413-526-2307

priso@hasbro.com

Copyright Business Wire 2010