



## **EA and MR. POTATO HEAD Take the Fun to the Amusement Park in HASBRO FAMILY GAME NIGHT 3**

### ***Third Installment of Popular Series Now Offers Online Play and Collection of Five New Games***

REDWOOD CITY, Calif., May 12, 2010 (BUSINESS WIRE) -- The EA Play Label of Electronic Arts Inc. (NASDAQ:ERTS) today announced it is developing *HASBRO FAMILY GAME NIGHT 3* for release in fall 2010. Available at retail just in time for the holiday season, *HASBRO FAMILY GAME NIGHT 3* will feature a suite of five new digital versions of popular Hasbro game brands for the Wii(TM), Xbox 360(R) videogame and entertainment system, and PLAYSTATION(R)3 computer entertainment system. *HASBRO FAMILY GAME NIGHT 3* will also deliver an exciting new dimension of online play designed to bring friends and family together from living rooms around the world.

The *HASBRO FAMILY GAME NIGHT 3* collection of titles will appeal to the entire family with digital versions of their favorite game brands brought to life in a new theme park setting with the loveable MR. POTATO HEAD returning as the host and park guide. Featuring both classic and remixed versions, players can spin the wheel of fate in *THE GAME OF LIFE*, find out "whodunit" in *CLUE*, tie themselves in knots with *TWISTER*, trigger crazy chain reactions in *MOUSE TRAP*, and try their hand at *YAHTZEE Hands Down*.

*HASBRO FAMILY GAME NIGHT 3* will also crank up the fun factor with local multiplayer capability for up to four players and for the first time, fans will also be able to take the gameplay online by challenging opponents around the globe via the online play features available in both the Xbox 360 and PLAYSTATION3 versions. Full Mii(TM) and avatar integration (Wii and Xbox 360 only) will also add a personal touch to the *HASBRO FAMILY GAME NIGHT 3* experience.

"Families have embraced the *HASBRO FAMILY GAME NIGHT* video game franchise because it brings them together around the TV for quality time they'll remember for a lifetime," said Chip Lange, General Manager and Senior Vice President of the Hasbro Division at Electronic Arts. "*HASBRO FAMILY GAME NIGHT 3* has been developed with next generation online gaming at the forefront and will enable people to play the five new and iconic Hasbro game brands online with friends and family all across the world."

"This third installment in the successful *HASBRO FAMILY GAME NIGHT* video game series delivers another great lineup of time-tested favorite Hasbro game brands and uses online play to take the entertainment and competition to an entirely new level," said Mark Blecher, Senior Vice President and General Manager of Digital Media and Gaming at Hasbro. "No longer will travel distance be a hurdle for families and friends to get together and have some fun."

### **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<sup>TM</sup>, 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 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>.

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