



EA Wages War on Xbox LIVE Arcade with RISK: Factions

Hasbro's Popular Strategy Game Re-Imagined for Global Digital Conquests Featuring New Modes of Play, Distinctive Art Style and Outlandish Humor

REDWOOD CITY, Calif., Jun 23, 2010 (BUSINESS WIRE) -- The EA Play Label of Electronic Arts Inc. (NASDAQ:ERTS) today launched *RISK(TM): Factions* on Xbox LIVE(R) Arcade (XBLA), a digital re-invention of Hasbro's iconic game of strategy and world domination. Featuring a blend of traditional and new gameplay modes, *RISK: Factions* takes global conquests to a new level with five-player online multiplayer functionality, setting the stage for the ultimate strategy showdown. *RISK: Factions* also presents a distinctive art style and offbeat humor such as cat and zombie factions that adds a unique and compelling layer of fun for both the new and veteran RISK fan.

"*RISK: Factions* has been designed to offer something for every level of strategy player," said Chip Lange, General Manager and Senior Vice President of the Hasbro Division at Electronic Arts. "We've taken a pop culture favorite and injected doses of innovation and creativity across all aspects of the game to deliver a RISK experience that can only be achieved on a digital gaming platform such as XBLA. From original Classic mode to new Factions mode, and online multiplayer to an assortment of rule-set options, game-changing strategic weapons, quirky factions and eye-grabbing graphics, the quest for world domination just got more extreme and fun."

RISK: Factions pits five fanatical factions against one another in an epic battle for global supremacy. Deployed as cats, robots, zombies, yetis or humans, RISK strategists can start by playing through single-player campaign mode to familiarize themselves with the factions and Hasbro's 2008 RISK rule-set, upon which the video game is based. Alternatively, players can jump directly into the action in one of the game's three multiplayer modes including: Command Room mode, featuring the fast moving objective-based 2008 rule-set; Classic mode, offering traditional play where players conquer the world by eliminating all other opponents; and World Conquest mode, a mix of Command Room and Classic modes.

The XBLA game also features online multiplayer capabilities for up to five players and local multiplayer options for up to four players. New maps, unlockable avatar items, bonus "overkill" moments, and strategic weapons also round out *RISK: Factions'* inventive twists and turns, all created to test players' strategic mettle and execution.

"The RISK game brand has always been about strategizing to rule the world, and now EA is offering players a chance to do so in a re-imagined digital environment," said Mark Blecher, Senior Vice President and General Manager of Digital Media and Gaming at Hasbro.

RISK: Factions was developed by UK-based Stainless Games with cinematics produced by Powerhouse Animation. The game is rated E10+ by the ESRB and is available now on Xbox LIVE Arcade for 800 Microsoft points, or approximately \$10.00.

Additional RISK-inspired digital games under development include *RISK* for the iPhone(R) and iPod touch(R), both scheduled to launch on the App Store later this summer from EA Mobile. An online version of RISK is also currently available on Pogo.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 SPORTS(TM), EA(TM), EA Mobile(TM) and POGO(TM). In fiscal 2010, EA posted GAAP net revenue of \$3.7 billion and had 27 titles that sold more than one million units. 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>.

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 Powerhouse 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*, 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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SOURCE: Electronic Arts Inc.

EA
Lauren Svensson, 650-628-3138
lsvensson@ea.com

or
Foghorn PR (For EA)
Shelly Eckenroth, 717-852-7060
seckenroth@foghornpr.com

or
Hasbro
Pat Riso, 413-526-2307
priso@hasbro.com

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