



Electronic Arts Ships LITTLEST PET SHOP(TM) 3 Biggest Stars

Three New DS Games Challenge Girls to Rise to the Top

REDWOOD CITY, Calif., Oct 05, 2010 (BUSINESS WIRE) -- Let the competition begin! The EA Play Label of Electronic Arts Inc. (NASDAQ: ERTS) today announced the release of *LITTLEST PET SHOP(TM) 3 Biggest Stars*, a collection of three Nintendo DS(TM) video games that challenge LITTLEST PET SHOP fans to collect, customize and train their virtual pets to become top-notch stars in areas including sports, performing arts, and fashion. The latest round of titles, designed for girls, marks the third iteration of the wildly popular video game franchise based on Hasbro's LITTLEST PET SHOP brand, which has sold more than 4 million units worldwide to date.

"*LITTLEST PET SHOP 3 Biggest Stars* presents themes and gameplay that really celebrate the different interests of tween girls," said Chip Lange, General Manager and Senior Vice President of the Hasbro Division at Electronic Arts. "We've built on the core essence of the LITTLEST PET SHOP brand, which is all about collection, and added a personal customization layer so whether girls are young athletes, aspiring artists or budding designers, *LITTLEST PET SHOP 3 Biggest Stars* is going to deliver a very fun, engaging and meaningful play experience."

The *LITTLEST PET SHOP 3 Biggest Stars* releases include three separately sold games for the DS, each with its own customizable pets, colors and team accessories that girls can collect and use to showcase their pets' unique personalities. Budding sports stars, artsy tweens and young fashionistas alike can show their team spirit with the three new games: *LITTLEST PET SHOP 3 Biggest Stars Blue Team*, *LITTLEST PET SHOP 3 Biggest Stars Purple Team*, and *LITTLEST PET SHOP 3 Biggest Stars Pink Team*. Each version will offer six in-game exclusive pets and team-themed accessories, allowing girls to do what they love most when it comes to LITTLEST PET SHOP - collect, customize and socialize. Each title also features ten novel mini-games such as "Top Flight" and "Skate Star" and five fun areas to explore like Biggest Stars Village and Midtown.

As players dance, design and skate through an exciting assortment of mini games and challenges, they will see their pets' personalities come to life in an array of colorful animations. Simultaneously, their pets' skills will improve as they develop a competitive edge on the way to becoming a big star. Upon completing key training tasks, players will pack up their pets, select dazzling team uniforms, and gather all the accessories needed to enter and compete in the big and final event, where they will face three tough in-game pet judges who will evaluate performances based on talent, pep and cuteness in hopes of grabbing the coveted "Biggest Star" crown.

LITTLEST PET SHOP 3 Biggest Stars fun also continues in Arcade Mode where girls can play with their pets and friends using DS wireless multiplayer capabilities.

"This latest series of LITTLEST PET SHOP video games for the Nintendo DS will be fun additions to girls' growing digital collections," said Mark Blecher, Senior Vice President and General Manager of Digital Gaming and Media at Hasbro. "*LITTLEST PET SHOP 3 Biggest Stars* features gameplay that delivers on the core essence of the LITTLEST PET SHOP brand, which is all about collectability, and also allows girls to explore and excel in areas that personally appeal to them from art to fashion and sports."

Rated "E" for Everyone, the three *LITTLEST PET SHOP 3 Biggest Stars* titles are each individually priced at \$29.95. For more information about the games, please visit www.littlestpetshop.ea.com.

About LITTLEST PET SHOP

The LITTLEST PET SHOP brand began as a line of collectibles aimed at tween girls, age 7-9, and their zeal for nurturing and collecting. Girls simply can't get enough of these quirky, edgy and cute pets and the accompanying LITTLEST PET SHOP playsets and accessories that make the experience complete. Additionally, www.littlestpetshop.com has become one of Hasbro's top-performing brand Web sites with more than 1.8 million girls creating and tracking online pet collections. Since its

launch in 2005, the LITTLEST PET SHOP brand has sold more than 325 million pets globally. It is also one of the hottest licensed lifestyle properties among young girls. The brand's global licensing program has more than 210 licensees across 20 major categories from apparel and accessories to publishing, digital gaming, electronics, and room décor.

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, Inc. All Rights Reserved.

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Photos/Multimedia Gallery Available: <http://www.businesswire.com/cgi-bin/mmg.cgi?eid=6452760&lang=en>

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