



EA Ships HASBRO FAMILY GAME NIGHT 3 Sparking Excitement With Array of Five New Games

Newest Installment of the Popular HASBRO FAMILY GAME NIGHT Franchise Brings New Games and Even More Fun to HD Platforms This Holiday

REDWOOD CITY, Calif., Oct 28, 2010 (BUSINESS WIRE) -- The EA Play Label of Electronic Arts Inc. (NASDAQ: ERTS) today announced it is offering consumers even more family fun this holiday season with the launch of *HASBRO FAMILY GAME NIGHT 3*, the newest addition to the *HASBRO FAMILY GAME NIGHT* video game collection from EA. *HASBRO FAMILY GAME NIGHT 3*, a compilation of five family favorite Hasbro game brands, is now available for the Wii(TM), Xbox 360(R) video game and entertainment system, and PlayStation(R) 3 computer entertainment system.

"We are developing the premier interactive family experience which brings timeless brands to life in new ways on HD platforms," said Chip Lange, Senior Vice President and General Manager of EA's Play Label. "*HASBRO FAMILY GAME NIGHT 3* promises to ring in the holidays with hours of family-style fun for all ages and skill levels."

Set in an interactive theme park and offering five time-honored Hasbro games in one package, *HASBRO FAMILY GAME NIGHT 3* brings childhood memories to life with original and remixed versions of family favorites including *THE GAME OF LIFE* (R) and *CLUE*(R). The game also offers *TWISTER*(R) Moves, *MOUSE TRAP*(R), and *YAHTZEE*(R) Hands Down, all of which have been optimized for digital play with added twists and features. Once players create their Mii (for the Wii) or avatar (for Xbox 360), they will enter one of the five game attractions, experiencing Family Game Night in a completely new way as they spin to win in *THE GAME OF LIFE*, discover "whodunit" in *CLUE*, tap out some *TWISTER* dance moves, activate wild chain reactions in *MOUSE TRAP*, and shuffle-up with *YAHTZEE* Hands Down. The fun of *HASBRO FAMILY GAME NIGHT 3* continues to build as players progress through the games and are rewarded with exciting elements like unlockable costumes for MR. POTATO HEAD -- all based on the game they are playing with such ensembles as "Spudlock Holmes" for *CLUE* or "Tater Night Fever" for *TWISTER*.

All versions of *HASBRO FAMILY GAME NIGHT 3* ratchet up the fun with multiplayer capability for up to four players. Additionally, the Xbox 360 and PlayStation 3 games allow players to compete against friends worldwide via online play and take advantage of a matchmaking feature that lets players connect with opponents of similar skills and tastes.

Also available this week is the *HASBRO FAMILY GAME NIGHT VALUE PACK* for the Wii, a bundle brimming with 11 games to suit all members of the family. With the inclusion of both the original and second video games in the popular EA franchise, the *HASBRO FAMILY GAME NIGHT VALUE PACK* delivers timeless games like *BATTLESHIP*, *CONNECT FOUR*, *OPERATION*, and *JENGA*. Each title in the value-priced bundle allows up to four players to compete in an array of different games with a range of exciting twists and features.

"The *HASBRO FAMILY GAME NIGHT* video game series continues to be a big hit with consumers of all ages," said Mark Blecher, Senior Vice President and General Manager of Digital Media and Gaming at Hasbro. "The iconic Hasbro-inspired game collection has truly become a party in a box, offering variety, fun and surprises with new and innovative features and gameplay modes. Both *HASBRO FAMILY GAME NIGHT 3* and the *HASBRO FAMILY GAME NIGHT VALUE PACK* offer hours of fun for everyone in the family."

The *HASBRO FAMILY GAME NIGHT* series carries a rating of "E" for Everyone. *HASBRO FAMILY GAME NIGHT 3* is priced at an SRP of \$39.95 while the *HASBRO FAMILY GAME NIGHT VALUE PACK* is available for an SRP of \$49.95. For more information and assets, visit www.info.ea.com.

For additional news and updates on Hasbro's complete lineup of games -- or for tips on starting your own Family Game Night -- check out www.facebook.com/familygamenight or follow @familygamenight on Twitter at www.twitter.com/familygamenight.

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.](http://www.hasbro.com) (NYSE:HAS) is a branded play company providing children and families around the world with a wide-range of immersive entertainment offerings based on the Company's world class brand portfolio. From toys and games, to television programming, motion pictures, video games and a comprehensive licensing program, Hasbro strives to delight its customers through the strategic leveraging of well-known and beloved brands such as TRANSFORMERS, LITTLEST PET SHOP, NERF, PLAYSKOOL, MY LITTLE PONY, G.I. JOE, MAGIC: THE GATHERING and MONOPOLY. All rights reserved. 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=6488244&lang=en>

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