



EA Brings the Heat to Store Shelves with the New NERF Video Game Bundle

NERF "N-Strike" Double Blast Bundle Lands at Retail in Time for Holidays

REDWOOD CITY, Calif.--(BUSINESS WIRE)-- The EA Play Label of Electronic Arts Inc. (NASDAQ:ERTS) today announced the release of the *NERF™ "N-Strike™" Double Blast Bundle*, a collection of two popular *NERF "N-Strike"* video games, which is available for the Wii™. Based on the popular Hasbro (NYSE:HAS) boys' brand, the *NERF "N-Strike"* bundle will get boys' adrenaline pumping as they prepare to engage in tons of action-packed missions.



NERF "N-Strike" Double Blast Bundle (Photo: Business Wire)

"The *NERF 'N-Strike'* video games have been extremely popular among tween boys and we expect this latest bundle to hit the same mark as it rolls up all of the missions and adventure in one place for hours of battle-style play," said Chip Lange, Senior Vice President and General Manager of the Hasbro Division at Electronic Arts. "With the *NERF 'N-Strike' Double Blast Bundle* landing just in time for the holidays, it's sure to make a great 2-in-1 gift for kids looking for big NERF-style action."

The *NERF "N-Strike" Double Blast Bundle* includes two complete NERF-branded video games plus a custom NERF SWITCH SHOT EX-3 blaster and Red Reveal decoder lens, all in a single pulse pounding package. Each NERF video game features more than a dozen unlockable in-game blasters including digital replicas of popular real world NERF toy line blasters such as the Raider Rapid Fire CS 35, Longshot CS-6 and Vulcan EBF-25 as well as fantasy blasters like the Crusher and Semper Fire, created exclusively for the video games.

In the first title, *NERF "N-Strike"*, the player is recruited into a secret NERF training facility. It's high-octane action from the very start as recruits quickly discover the importance of choosing the best blaster for the job as they progress through custom skill chambers, each featuring a series of missions and characters that must be overcome before moving to the next level. Example missions include "Dawn of Machines," which puts players behind the NERF blaster long-range scope, and "Onslaught," which overloads the screen with moving targets that must be cleared as quickly as possible. Under the expert guidance of a robot mentor called B.O.B., *NERF "N-Strike"* offers multiplayer capabilities for up to four players to battle and determine who has what it takes to become the top Elite Striker.

The second video game in the *Double Blast Bundle*, *NERF "N-Strike" Elite*, picks up where the first ended. Players can choose to play any of the four "N-Strike" Elite team characters, each with unique blasters and special abilities. The team is tasked with completing a series of increasingly challenging missions with the ultimate end-goal of destroying an army of robots led by B.O.B., who has been rebuilt and is now much tougher. It's both indoor and outdoor action as players encounter glowing canisters that they can blast to collect points to use toward more than one million customization options, such as increasing the firing speed and changing the color of the blasters.

Players can also use their points to "purchase" in-game upgrades like scopes, lasers, and darts with custom colored trails or whistles. Players have the option of going solo through the levels or teaming up with a friend in two-player co-operative play for which new secret areas of the game open up — environments and special Elite Moments, where action intensifies and unique unlockable items and hidden codes can be found.

Consumers get even more bang for their buck with the inclusion of the NERF SWITCH SHOT EX-3 blaster that allows players to insert the Wii Remote into the chamber of the blaster for in-game play or convert to a regular blaster for classic NERF foam dart action. Additionally, a Red Reveal decoder lens lets players identify enemy weak spots, solve puzzles and decode secret messages within *NERF "N-Strike" Elite*. With both of the included *NERF "N-Strike"* video games winning National Parenting Center Seal of Approval awards, the *NERF "N-Strike" Double Blast Bundle* is sure to be a popular gift pick among both parents and kids this holiday.

"The *NERF 'N-Strike' Double Blast Bundle* is another great addition to EA's NERF video game franchise which has been extremely well-received by consumers," said Mark Blecher, Senior Vice President and General Manager of Digital Gaming and Media at Hasbro. "*NERF 'N-Strike'* celebrates the 40-year NERF brand history which is all about intensity, performance, and innovation. This latest bundle delivers on that mantra in a big way in a digital play environment."

The *NERF "N-Strike" Double Blast Bundle* is rated "E 10+" for everyone ages 10 and up with a SRP of \$59.95. For more information and assets, visit <http://www.info.ea.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™, EA™, EA Mobile™ and POGO™. In fiscal 2010, EA posted GAAP net revenue of \$1.7 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. (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.

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