



Toyota and EA Announce Green Partnership in MONOPOLY Millionaires Facebook Game

Players Treated to Green Virtual Gifts in the Facebook Version of the World's Favorite Family Game Brand

REDWOOD SHORES, Calif.--(BUSINESS WIRE)-- Electronic Arts Inc. (NASDAQ:ERTS) today announced a 12-month partnership with Toyota Motor Sales, USA, Inc. that features the Toyota Prius and Toyota Prius Eco-Greenhouse as giftable virtual items within *MONOPOLY Millionaires*. *MONOPOLY Millionaires* is the first free-to-play social gaming version of the world's favorite family game brand from Hasbro. *MONOPOLY Millionaires* can be played on Facebook at www.facebook.com/monopolymillionaires.

MONOPOLY Millionaires takes the MONOPOLY brand into the world of social media. Now, Toyota has offered Toyota-branded virtual gifts to the players of the game. The integration of the Toyota Prius and Toyota Prius Eco-Greenhouse represent a re-imagining of the original game pieces featured in the beloved board game. As players navigate their way around the *MONOPOLY Millionaires* game they can express their commitment to the environment by collecting and displaying the Toyota Prius mover and Toyota Prius Eco-Greenhouse.

"*MONOPOLY* and Toyota are two iconic brands and I'm delighted to help bring them together," said Joy Taylor, Global Director, Marketing Solutions at Electronic Arts. "Toyota, and Prius in particular, has a huge, devoted following that will get genuine value out of this partnership. We're connecting one of the world's most loved cars, with one of the world's most loved games, on the world's largest social media platform. It's very exciting."

"We're excited to continue our successful partnership with EA through the *MONOPOLY Millionaires* game platform," said Kim Kyaw, senior media strategist for Toyota. "The Toyota in-game experience allows us to tap into consumers' memories of Hasbro's iconic MONOPOLY game while broadening the reach and appeal of Prius to all ages and lifestyles. The social nature of *MONOPOLY Millionaires* on Facebook will help us achieve that."

Released by EA in February 2011, *MONOPOLY Millionaires* was the fastest growing Facebook game during the weeks of March 7 and March 14, and had a 472% increase in players from March 1 to April 1, 2011, according to AppData.

MONOPOLY Millionaires has been designed specifically for the world of social gaming to encourage players to continually engage and play with their friends. The Toyota Prius mover and Toyota Prius Eco-Greenhouse may be gifted by players to their Facebook friends and family. Players can upgrade the Toyota Prius Eco-Greenhouse by collecting various Green property cards.

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>. © 2010 Hasbro, All Rights Reserved.

About Toyota Motor Sales, U.S.A., Inc.

Toyota Motor Sales (TMS), U.S.A., Inc. is the marketing, sales, distribution and customer service arm of Toyota, Lexus and Scion. Established in 1957, TMS markets products and services through a network of nearly 1,500 Toyota, Lexus and Scion dealers which sold more than 1.76 million vehicles in 2010. Toyota directly employs nearly 30,000 people in the U.S. and its investment here is currently valued at more than \$18 billion. For more information about Toyota, visit www.toyota.com or www.toyotanewsroom.com.

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