



EA Gets Ready to Take Over the Living Room with FAMILY GAME NIGHT 4: The Game Show Video Game This Fall

Latest Installment of Popular Video Game Series Uses Motion-Sensing Technology to Bring Hasbro Game Brands to Life and Put Families in the Middle of Their Very Own TV Game Show

REDWOOD SHORES, Calif.--(BUSINESS WIRE)-- The EA Interactive Label of Electronic Arts Inc. (NASDAQ: ERTS) is about to make living rooms worldwide feel like a TV game show set with the development of *FAMILY GAME NIGHT 4: The Game Show* for release this fall. Based on FAMILY GAME NIGHT, the popular show produced by Hasbro Studios for The Hub television network, the latest digital collection from EA will include re-imagined versions of five beloved games for the Wii™, Xbox 360™ videogame and entertainment system, and PlayStation®3 computer entertainment system. With full motion control support including Kinect™ for Xbox 360 and PlayStation®Move integration, *FAMILY GAME NIGHT 4: The Game Show* will have families and friends on their feet and rallying to compete in their living rooms, playing the same fan favorite games as their TV counterparts.

FAMILY GAME NIGHT 4: The Game Show will have players literally jumping into action with *CONNECT 4 Basketball* where the first team to shoot four balls in a row of one color wins. They can also scramble to re-arrange virtual word tiles in *SCRABBLE Flash* — the longer the word, the better the score. Teams will push hard to achieve a bulls-eye or block their opponents with enormous on-screen game pieces in *SORRY! Sliders*, while *YAHTZEE! Bowling* will have families chasing down scoring combinations as they "roll" giant bowling balls and knock down pins. Players with a sharp ear and fast reflexes will dominate in *BOP-IT Boptigon* as players are challenged to execute the right movement at the right time at an ever increasing feverish pace, and the *MONOPOLY Crazy Cash Machine* doles out big prizes to those who come out on top of Family Game Night.

"With a combined four million retail and connected console units of EA's *HASBRO FAMILY GAME NIGHT* video game franchise sold worldwide, fans have really embraced the series and look forward to fresh and innovative twists with each new version," said Chip Lange, General Manager and Senior Vice President of EA's Hasbro Division. "*FAMILY GAME NIGHT 4: The Game Show* will offer a completely new way to experience Family Game Night and bring these Hasbro game brands to life via motion sensing console technology, and is sure to delight families this fall."

FAMILY GAME NIGHT 4: The Game Show offers two-player individual or simultaneous gameplay and can be tailored to the style of play the family or individual enjoys most in terms of choosing length of game show time or setting rules. The video game also offers Mii™ and avatar integration (Wii and Xbox 360 only).

"Playing *FAMILY GAME NIGHT 4: The Game Show* will feel like a live game show is unfolding in your living room, delivering excitement, anticipation and competition," said Mark Blecher, Senior Vice President and General Manager of Digital Media and Gaming at Hasbro. "Innovative digital gameplay combined with the incorporation of elements that reflect The Hub's popular FAMILY GAME NIGHT TV game show will launch players from the couch to their feet to engage in a high-energy Family Game Night showdown."

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. (NASDAQ: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. Come see how we inspire play through our brands at <http://www.hasbro.com>. © 2011 Hasbro, Inc. All Rights Reserved.

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