



EA's MONOPOLY Millionaires Social Game Sets Guinness World Record on Global MONOPOLY Day

Millions Worldwide Passed "Go" Through Facebook in First-Ever Record Attempt in MONOPOLY Millionaires

REDWOOD SHORES, Calif.--(BUSINESS WIRE)-- Electronic Arts Inc. (NASDAQ: ERTS) and Hasbro, Inc. (NASDAQ: HAS) today announced *MONOPOLY Millionaires*, the popular social game on Facebook®, established a new Guinness World Records® title. On April 7, 2011, Global MONOPOLY Day, the record was set for the most number of people playing the game simultaneously worldwide. *MONOPOLY Millionaires* is the first free-to-play social gaming version of the world's favorite family game brand from Hasbro, and can currently be played on <http://apps.facebook.com/monopolymillionaires/>.

The inaugural Global MONOPOLY Day drew massive participation from an enthusiastic and diverse worldwide player audience. Some amazing stats include:

- From America to Zimbabwe, fans representing 197 countries took part in the record attempt
- More than 1.6 million game sessions were played within the 24-hour period
- More than 50 million in MONOPOLY money collected for rent
- 36 million dice rolls
- Over 2.5 million houses built
- 5.6 million players passed "Go"

"We are pleased to welcome innovative new records such as this one for *MONOPOLY Millionaires* into our record books," said Gaz Deaves, Gaming Editor for Guinness World Records. "The worldwide reach and volume of people who participated in Global MONOPOLY Day speak for the popularity of the game brand. Social gaming is an emerging area of interest for Guinness World Records, and records such as this demonstrate that the phenomenon is growing and here to stay."

Released by EA in February 2011, *MONOPOLY Millionaires* was the fastest growing Facebook game in the first two weeks of March, and experienced an increase of more than 350% in active monthly players in its first two months of availability. *MONOPOLY Millionaires* is played by hundreds of thousands of people worldwide on a daily basis, according to AppData.

"*MONOPOLY Millionaires* brought this beloved brand to a new and expanded audience, and we've seen a great response from our Facebook community," said Chip Lange, Senior Vice President of EA's Hasbro Division. "The successful record attempt is not only a testament to the success of MONOPOLY in the social media space, but also to the dedication of millions of MONOPOLY fans around the world who showed their support on Global MONOPOLY Day."

"It was exciting to witness millions of MONOPOLY fans simultaneously gathering on Facebook to vie for properties and riches," said Mark Blecher, General Manager and Senior Vice President of Digital Gaming and Media at Hasbro. "MONOPOLY has entertained families for more than 75 years. The success of Global MONOPOLY Day further validates how Hasbro continues to re-invent the play experience of the world's favorite family game brand to be relevant to today's consumer."

The record was set on Global MONOPOLY Day during a ten-minute period over the course of 24 hours, as defined by the Guinness World Records organization. Official adjudicators confirmed that 32,976 people played *MONOPOLY Millionaires* from 8:30 to 8:40 a.m. PST on that day.

About MONOPOLY

Since 1935, more than 275 million copies of MONOPOLY have been sold in 111 countries and 40 languages. Hundreds of different editions of the game have been published, but the most popular continues to be the classic "Number Nine."

Affectionately known by its original product number, "Number Nine" is based on the streets of Atlantic City and is nearly identical to Charles Darrow's original submission to Parker Brothers. The MONOPOLY name and logo, the distinctive design of the game board, the four corner squares, the MR. MONOPOLY name and the character, as well as each of the distinctive elements of the board and playing pieces are trademarks of Hasbro for its property trading game and game equipment.

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.

About Electronic Arts

Electronic Arts (NASDAQ:ERTS) is a global leader in digital interactive entertainment. The Company's game franchises are offered as both packaged goods products and online services delivered through Internet-connected consoles, personal computers, mobile phones and tablets. EA has more than 100 million registered players and operates in 75 countries.

In fiscal 2011, EA posted GAAP net revenue of \$3.6 billion. Headquartered in Redwood City, California, EA is recognized for critically acclaimed, high-quality blockbuster franchises such as The Sims™, Madden NFL, FIFA Soccer, Need for Speed™, Battlefield, and Mass Effect™. More information about EA is available at <http://info.ea.com>.

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