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## EA and Hasbro Announce Two New Mobile Casino-Style Monopoly Games

*MONOPOLY Bingo and MONOPOLY Slots Will Be Free To Download on the App Store, Google Play and Amazon Appstore; MONOPOLY Bingo Available Now*

REDWOOD CITY, Calif.--(BUSINESS WIRE)-- Electronic Arts Inc. (NASDAQ: EA), together with Hasbro, Inc. (NASDAQ: HAS), have announced two new and distinct MONOPOLY-branded games for iPhone®, iPod touch®, iPad®, Android devices and Kindle Fire tablets. These titles will combine the popular world of MONOPOLY with the casual, interactive fun of bingo in *MONOPOLY Bingo*, and big casino-style wins of slots in *MONOPOLY Slots*. Both titles will be free\* to download.

"We've taken two of the most-time tested game mechanics—bingo and slots—and paired them with MONOPOLY, the world's favorite game brand, to create two unique mobile experiences that will give fans a simple and easy way to collect their favorite properties, tokens and other aspects of the MONOPOLY world they've come to love over the years," said Chip Lange, Senior Vice President and General Manager at EA. "Gamers will feel right at home with these MONOPOLY titles. Big risk and huge rewards await them as they build property empires, collect tokens, and spin and bingo their way through the MONOPOLY world we all know and love."

Now live worldwide on the App Store, Google Play™, and Amazon Appstore, *MONOPOLY Bingo* is set to put the "GO" in bingo with tons of non-stop, MONOPOLY-themed bingo fun, rich graphics and exclusive game modes. Players can Bingo their way to Boardwalk and watch their favorite MONOPOLY properties come to life as they progress through the MONOPOLY neighborhood. True bingo fanatics can even keep the bingo action coming by playing up to 16 cards at a time on tablets or up to 8 cards at a time on their smartphones, increasing the chance of mini-game rewards and more through "Chance" scratcher cards and "the "Lucky Number" bonus. Players can collect virtual rewards with every win, including MONOPOLY properties, tokens, and house and hotel upgrades. Additionally, the *MONOPOLY Bingo* Fall Feast room is now live in the game for a limited time and comes complete with exclusive collection items and a seasonal-themed token.

*MONOPOLY Slots*, now live on Google Play and on the App Store in select territories, challenges fans to spin and win by playing through a variety of MONOPOLY-themed slot machines and celebrate in-game payouts while Mr. MONOPOLY cheers them on. Players can double their luck with Twin 3x3's or take their game to the next level with 3x5 slots. *MONOPOLY Slots* will also feature free, unlockable slot themes, big bonuses, and exclusive mini-games that make it rain virtual MONOPOLY coins and diamonds. The title will roll out globally on the App Store over the coming weeks.

The MONOPOLY brand has been entertaining families since 1935 and the game has been played by more than one billion people in 111 countries around the world. Whether fans play face-to-face, online, or on their mobile devices, there are MONOPOLY gaming experiences for every lifestyle.

\*Wireless fees may apply

### About Electronic Arts

Electronic Arts (NASDAQ: EA) is a global leader in digital interactive entertainment. The Company delivers games, content and online services for Internet-connected consoles, personal computers, mobile phones and tablets. EA has more than 300 million registered players in over 200 countries.

In fiscal year 2013, EA posted GAAP net revenue of \$3.8 billion. Headquartered in Redwood City, California, EA is recognized for a portfolio of critically acclaimed, high-quality blockbuster brands such as The Sims™, Madden NFL, EA SPORTS™ FIFA, Need for Speed™, Battlefield™ and Mass Effect™. More information about EA is available at [www.ea.com/news](http://www.ea.com/news).

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## About Hasbro

Hasbro, Inc. (NASDAQ: HAS) is a branded play company dedicated to fulfilling the fundamental need for play for children and families through the creative expression of the Company's world class brand portfolio, including TRANSFORMERS, MONOPOLY, PLAY-DOH, MY LITTLE PONY, MAGIC: THE GATHERING, NERF and LITTLEST PET SHOP. From toys and games, to television programming, motion pictures, digital gaming and a comprehensive licensing program, Hasbro strives to delight its global customers with innovative play and entertainment experiences, in a variety of forms and formats, anytime and anywhere.

The Company's Hasbro Studios develops and produces television programming for more than 170 markets around the world, and for the U.S. on Hub Network, part of a multi-platform joint venture between Hasbro and Discovery Communications (NASDAQ: DISCA, DISCB, DISCK). Through the Company's deep commitment to corporate social responsibility, including philanthropy, Hasbro is helping to build a safe and sustainable world for future generations and to positively impact the lives of millions of children and families every year. It has been recognized for its efforts by being named one of the "World's Most Ethical Companies" and is ranked as one of Corporate Responsibility Magazine's "100 Best Corporate Citizens." Learn more at [www.hasbro.com](http://www.hasbro.com).

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