



EA Readies the Donkey Cannons and Prepares for War With the Launch of the RISK: Factions Game, Now Available on Facebook

Popular Hasbro Strategy Game Marches Onto Facebook With Riveting Player-Versus-Player And Seriously Funny Features

REDWOOD CITY, Calif.--(BUSINESS WIRE)-- Electronic Arts Inc. (NASDAQ:EA), the second largest games developer on Facebook® according to AppData, today announced that the *RISK: Factions* game is now available for play on Facebook. The first free-to-play social gaming version of the iconic strategy game brings an entirely new and innovative approach to a classic — featuring outlandish warring playable factions, offbeat humor, and unique gameplay twists reimagined for social gaming — while still honoring original gameplay features and objectives. The *RISK: Factions* game promises to challenge and captivate both new and veteran players in their quest for world domination. Under license from Hasbro, the *RISK: Factions* game can be played on Facebook at: <http://apps.facebook.com/riskfactions>.

"RISK presents an ideal game design for Facebook Platform and we're thrilled to introduce our unique take on the RISK brand to millions of fans on Facebook," said Chip Lange, Senior Vice President and General Manager of the Hasbro Division at Electronic Arts. "The *RISK: Factions* game leverages the social tools on Facebook to deliver a deeper, more dynamic experience and combines them with turn-based combat that allows friends to challenge each other in a competitive game of RISK, making rubbing a friend's nose in defeat more meaningful than ever before. With EA's innovative approach in reimagining the RISK brand, we believe people will delight in the mix of player-versus-player action and our quirky take on the factions in the battle."

Fans of the classic game will find familiar features in the *RISK: Factions* game, such as dice based combat, iconic maps, and the player turn sequence of reinforcing troops, attacking and fortifying territories. Re-imagined for the world of social gaming, the *RISK: Factions* game can be played several ways on Facebook: including dominating the world in single-player mode, claiming victory against Facebook friends in player-versus-player mode, and taking part in "friendly fire" against random gaming fanatics on Facebook. And with Leaderboards, players can see how their combat skills stack up against friends and other players around the world as they claim their rightful place at the top. Players can choose to engage as several kooky factions — including the Human faction, led by General William P. McGutterpants, an army of fearless Cats led by the honorable Generalissimo Meow, and a militia of brain-starved Zombies led by the cadaverous Colonel Stiffenberg — each with their own unique strengths, domination strategy, and quirky special weaponry. Additionally, players can customize and build their military base with training grounds to generate troops and factories to build weapons. But it's not all about battling enemies — it pays to have allies. Players can send gifts to friends, give comrade's power boosts by visiting their base, and cooperate with friends to help complete or upgrade buildings on the base.

"With the new *RISK: Factions* game, EA is once again building social design into a great franchise and bringing it to Facebook," said Ethan Beard, Director of Platform Partnerships, Facebook. "We're excited to see RISK on Facebook so those who've loved the game for decades can play it online with friends, and a new generation can discover it."

"For over 50 years, millions of RISK game fans around the world have been engrossed with commanding troops and occupying enemy territory in an effort to rule the world," said Mark Blecher, Senior Vice President and General Manager of Digital Media and Marketing at Hasbro. "By creating a free-to-play social gaming version, fans will be able to battle Facebook friends from around the globe anytime and anywhere, bringing a whole new meaning to the term 'world domination'."

About Electronic Arts

Electronic Arts (NASDAQ: EA) 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 <http://info.ea.com>.

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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>. © 2012 Hasbro, Inc. All Rights Reserved.

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