



## **YAHTZEE Rolls onto the iPad!**

### ***EA Mobile Adds Favorite Family Game to Leading Line-up of iPad Apps Available in the App Store***

REDWOOD CITY, Calif., Sep 09, 2010 (BUSINESS WIRE) -- EA Mobile(TM)-- a division of Electronic Arts Inc. (NASDAQ: ERTS) and the world's leading mobile games publisher today announced that the best-selling family favorite game *YAHTZEE(TM)* is now available for the iPad(TM) on the App Store<sup>SM</sup>.

*YAHTZEE* - the latest product in a strategic licensing alliance between EA and Hasbro (NYSE: HAS) - brings the popular dice game to players in new ways and with a new game mode exclusive to the iPad. Utilizing the bigger screen and Multi-Touch user interface, *YAHTZEE* for iPad delivers hours of fun getting high-scoring dice combos while players strive for the always elusive "Yahtzee!".

"I've always enjoyed playing *YAHTZEE*, and the iPad app engages players in enjoyable, innovative ways," said Travis Boatman, Vice President of Worldwide Studios for EA Mobile. "Whether this is your first time playing *YAHTZEE* or a favorite you are picking up again, you'll experience *YAHTZEE* in a fun, clever way that's only possible on iPad. Rolling the dice across the iPad's expansive screen is addicting and the Multi-Touch user interface really draws you into the fun while racking up your high score. This is a fresh, retro game with new twists and features designed for how we play games today."

*YAHTZEE* for iPad players can try their luck in a number of different gameplay modes. In addition to the familiar "Classic Mode," players can score within color categories in "Rainbow Mode," strategize in "Duplicate Mode," think fast against friends in "Battle Mode" and even go head-to-head in "Duplicate Rainbow Mode." Players can also become a *YAHTZEE* Adventurer and take on in-game characters designed to test their skills.

Also, *YAHTZEE* players can shake it up with family and friends using Facebook Connect to issue friendly challenges and post high scores.

"*YAHTZEE* has been a family favorite for more than 40 years," said Mark Blecher, Senior Vice President and General Manager of Digital Gaming and Media at Hasbro. "EA has blended original and new ways to play that leverages the iPad platform and further ratchets up the anticipation of yelling 'Yahtzee!'."

Previously, EA Mobile collaborated with Hasbro bringing the classic board game *SCRABBLE* to the iPad, which to date remains a Top Grossing iPad app on App Store. *YAHTZEE* for iPad is available today from the App Store or at [www.itunes.com/appstore/](http://www.itunes.com/appstore/).

Assets and additional press information can be found at <http://info.ea.com>.

EA Mobile has a solid reputation for its pioneering and market leadership in mobile gaming. For more information about EA Mobile, please visit [www.EAMobile.com](http://www.EAMobile.com), join us on Facebook at [www.facebook.com/EAMobile](http://www.facebook.com/EAMobile) or follow us on Twitter at [www.twitter.com/EAMobile](http://www.twitter.com/EAMobile).

#### **About EA Mobile**

EA Mobile(TM) is the world's leading wireless entertainment publisher with award-winning games such as *Tetris(R)*, *Bejeweled (R)*, *The Sims(TM)*, and *Need For Speed(TM)*. The EA Mobile portfolio also includes casual games based on the company's alliance with Hasbro, Inc. including *MONOPOLY*, *YAHTZEE* and *SCRABBLE* (in the U.S. and Canada) as well as sports blockbusters from the EA SPORTS(TM) brand, including Madden NFL Football, FIFA Soccer and NASCAR(R). EA Mobile develops games for multiple mobile platforms including mobile phones, smartphones, the iPhone(R), iPad(TM) and iPod(R) touch. For more information about EA Mobile, please visit [www.eamobile.com](http://www.eamobile.com).

#### **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](http://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. (NYSE:HAS) 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, Inc. All Rights Reserved.

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Photos/Multimedia Gallery Available: <http://www.businesswire.com/cgi-bin/mmg.cgi?eid=6424400&lang=en>

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