



EA Ships FAMILY GAME NIGHT 4: The Game Show

Hasbro-Branded Video Game Evokes Game Show Fun and Joins Three Holiday Bundles Also Released Just in Time for the Holidays

REDWOOD SHORES, Calif.--(BUSINESS WIRE)-- Lights! Camera! Action! The EA™ Interactive Label Electronic Arts Inc. (NASDAQ:ERTS) today announced the launch of *FAMILY GAME NIGHT 4: The Game Show*, giving families the ability to recreate the larger-than-life fun of the popular Hub Network's FAMILY GAME NIGHT television game show in their own living rooms. The newest version of the award-winning video game series delivers five exciting Hasbro games, including: *BOP IT! Boptagon*, *SCRABBLE Flash*, *CONNECT 4 Basketball*, *SORRY! Sliders* and *YAHTZEE! Bowling*. *FAMILY GAME NIGHT 4: The Game Show* is now available for the Wii™, Xbox 360™ videogame and entertainment system, and PlayStation®3 computer entertainment system. It also supports Kinect™ for Xbox 360 and PlayStation®Move.

"*FAMILY GAME NIGHT 4: The Game Show* brings the excitement of a TV game show to living rooms and lets families interact with their favorite Hasbro games as they never have before," said Chip Lange, General Manager and Senior Vice President of EA's Hasbro Division. "With new twists and gameplay designed to take advantage of Kinect, Move and Nintendo Wii MotionPlus controls, *FAMILY GAME NIGHT 4: The Game Show* will have players doing everything from bowling and shooting baskets to high-fiving as they compete for the big win."

FAMILY GAME NIGHT 4: The Game Show adds up to non-stop fun for family and friends as they experience new ways to play five well-known games, inspired by The Hub television series. In *BOP IT! Boptagon* opponents need to stay on beat and quickly replicate a sequence of unique verbs shouted at them. In *SCRABBLE Flash*, a nimble mind is needed to rearrange five tiles to create as many words as possible while racing against the clock. Strategy blended with basketball action comes into play in *CONNECT 4 Basketball* as players must shoot balls into the CONNECT 4 grid to be the first to get four in a row for the win! Tight teamwork is called upon in *SORRY! Sliders* as players push huge game pieces into the bulls-eye, while the perfect alleyway approach and ball release is the winning combination in *YAHTZEE! Bowling*.

"EA has a stellar track record of creating intensely fun and fresh compilations of Hasbro game brands that bring families and friends together for hours of entertainment," said Mark Blecher, Senior Vice President and General Manager of Digital Media and Marketing at Hasbro. "The introduction of the game show element in *FAMILY GAME NIGHT 4: The Game Show* will take this innovative series to a new level of play that fans will rally around in a big way this holiday season."

Separately, EA also has three family-oriented Hasbro-branded bundles hitting shelves just in time for the holidays, including *TRIVIAL PURSUIT Bet You Know It*, *MONOPOLY Collection*, and the *HASBRO FAMILY GAME NIGHT Fun Pack*. *TRIVIAL PURSUIT Bet You Know It* features both the wager-based TRIVIAL PURSUIT Bet You Know It and original TRIVIAL PURSUIT game modes on one disc and thousands of all-new questions based on recent current events. The *MONOPOLY Collection* includes the original version of MONOPOLY and *MONOPOLY Streets* and tons of extra MONOPOLY content including the new Stratosphere City game board and the ability to play as MR. POTATO HEAD or MRS. POTATO HEAD. *HASBRO FAMILY GAME NIGHT Fun Pack* delivers ten digital versions of popular Hasbro games from *HASBRO FAMILY GAME NIGHT 2 & 3* such as OPERATION, CLUE, THE GAME OF LIFE, and TWISTER, all in one value-priced package.

FAMILY GAME NIGHT 4: The Game Show carries a rating of "E" for Everyone and is priced at \$39.99 (MSRP). *TRIVIAL PURSUIT Bet You Know It* and the *MONOPOLY Collection* are priced at \$39.99 (MSRP) and available for the Wii. *HASBRO FAMILY GAME NIGHT Fun Pack* is priced at \$49.99 (MSRP) and available for the Wii and Xbox 360. *MONOPOLY Collection* and *HASBRO FAMILY GAME NIGHT Fun Pack* are rated "E" for Everyone and *TRIVIAL PURSUIT Bet You Know It* is rated "T" for Teen.

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 <http://info.ea.com>.

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About Family Game Night on The Hub

Rated as one of The Hub's top shows, the Family Game Night television series is produced by Hasbro Studios and hosted by Daytime Emmy® nominee Todd Newton. In its second season, the game show formatted program features all new challenges and gameplay in a larger-than-life environment that is bigger, better, and more exciting than ever. Within each episode, two families compete head-to-head playing outrageous versions of the most beloved and iconic Hasbro board games, challenging both contestants and viewers with strategy, creativity and pure luck for the chance to win cash, prizes and awesome family vacations. More information about The Hub, Family Game Night and program listings, please go to: <http://www.hubworld.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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