



## Hasbro and Electronic Arts Expand LITTLEST PET SHOP ONLINE Immersive Play Experience

### ***New LITTLEST PET SHOP ONLINE Toys and Debut of LPSO.com Virtual Pet Collectability Program Further Blend Real-World and Online Fun for Millions of Girls***

PAWTUCKET, R.I. & REDWOOD CITY, Calif., Sep 14, 2010 (BUSINESS WIRE) -- Hasbro (NYSE:HAS) and Electronic Arts (NASDAQ:ERTS) today announced that big things are just around the corner for the millions of LITTLEST PET SHOP fans this fall. Hasbro will release an expanded *LITTLEST PET SHOP ONLINE (LPSO)* toy line-up to retail this month. In addition, EA is set to launch a new virtual pet collection program within *LPSO.com*. Together, the growing *LITTLEST PET SHOP ONLINE* experience will offer a blend of real-world and online play designed to capture the essence of the globally popular tween girl brand -- collectability.

Building on the success of *LITTLEST PET SHOP ONLINE* ([www.LPSO.com](http://www.LPSO.com)), an immersive online world launched by EA in September 2009, Hasbro has added two new *LITTLEST PET SHOP ONLINE* toys to its fall line-up that will allow girls to extend their real-world LITTLEST PET SHOP collections while also giving them special *LPSO.com* virtual benefits when they enter special codes included with toy purchases. Landing on retail shelves this month, the LPSO Dancing Dog and the LPSO Starter Pack toys further integrate the two play styles and enable girls to collect their favorite LITTLEST PET SHOP pets, connect online with friends, play games, and embark on fun adventures. Additionally, EA's upcoming *LPSO.com* collection program, "Collect- a-Pet", will broaden the online play experience with a series of in-game activities and challenges that girls must complete to unlock new adorable "Reward" pets that can be added to their growing virtual collections.

The LPSO Dancing Dog is an interactive pet that plugs into the computer or an MP3 player and boogies to the music on girls' digital playlists. It also functions as a speaker and lights up and flashes to the beat creating instant LITTLEST PET SHOP fun. In addition, the LPSO Dancing Dog comes with a secret code to *LPSO.com* that unlocks special virtual in-game gifts. The LPSO Dancing Dog will carry an approximate retail price of \$24.99.

Also on retail shelves this month will be the LPSO Starter Pack, which will allow girls to collect toy versions of their beloved *LPSO.com* star characters. Girls can assemble up to six of their favorite in-game characters such as FELINA MURCHENT, the fashion-forward kitty who purrs with style and sass and WOOLMA O'CHIC, the charismatic artiste who creates the trendiest designs available in *LPSO* fashion. Each LPSO Starter Pack pet will also come with a unique *LPSO.com* code to unlock a 30-day Premium Membership subscription as well as virtual gifts for a girl's in-game pet. The LPSO Starter Pack will carry an approximate retail price of \$9.99 for each of the six characters including a one-month Premium Membership for each pet purchased.

"Hasbro and EA have created an integrated suite of *LITTLEST PET SHOP ONLINE* products that takes girls' affinity for collection, meaningful play and social engagement to a new level," said Valerie Jurries, Global Senior Vice President of Marketing at Hasbro. "Whether listening to music, spending time on the Internet or just hanging out, these latest LPSO offerings have been designed to allow girls to have their LITTLEST PET SHOP pets tag along right beside them."

Adding to the fun and excitement of Hasbro's new *LPSO* toys, EA will roll out major enhancements in *LPSO.com* this month, including the new "Collect-a-Pet" feature which will allow girls to unlock "Reward Pets" when they complete certain in-game activities such as performing multiplayer pet tricks, starting dance parties, or completing a challenging level in one of the many games. The *LPSO.com* "Reward Pets" will be a very special stand-out addition to girls' online pet collections as many are inspired by their adorable on-shelf toy counterparts. The *LPSO.com* "Collect-a-Pet" feature will debut with four "Reward Pets" that will be accessible to all *LPSO.com* players like the Spotted Dalmatian, inspired by the Dalmatian that comes with the LITTLEST PET SHOP RESCUE TAILS CENTER playset, also arriving at retail this fall. Additionally, 15 special edition pets such as a Strawberry Hamster and a Candy Zebra will be available exclusively to Premium Members.

"We anticipate the 'Collect-a-Pet' feature to be a big hit with our *LITTLEST PET SHOP ONLINE* players as it really speaks to the core play pattern of the brand, which is all about building a delightful collection of wonderful pets," said Chip Lange, Senior

Vice President and General Manager of the Hasbro Division at Electronic Arts. "With collection as a main pillar of gameplay within *LPSO.com*, girls will now have the opportunity to add to their virtual LITTLEST PET SHOP family, just as they have enjoyed doing with their toy collection over the years."

LITTLEST PET SHOP fans can create an *LPSO.com* account and play for free under Basic Membership or purchase a Premium Membership subscription with exclusive features and benefits for \$5.95 per month. For more information, about *LPSO.com* and membership options, including multiple month discounts, go to: [www.lpso.com](http://www.lpso.com).

### **About LITTLEST PET SHOP**

The LITTLEST PET SHOP brand began as a line of collectible mini-dolls aimed at tween girls, age 7-9, and their zeal for nurturing and collecting and is currently one of the fastest selling girls' toy brands. With more than 180 pets available to collect and cherish, girls simply can't get enough of these quirky, edgy and cute pals and the accompanying LITTLEST PET SHOP playsets and accessories that make the experience complete. Since its re-launch in 2005, the LITTLEST PET SHOP brand has sold more than 325 million pets globally. It is also one of the hottest licensed lifestyle properties among young girls. The brand's global licensing program has more than 210 licensees across 20 major categories from apparel and accessories to publishing, digital gaming, electronics, and room décor.

### **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.

### **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™, EA SPORTS(TM), EA Mobile(TM) and POGO(TM). In fiscal 2009, EA posted GAAP net revenue of \$4.2 billion and had 31 titles that sold more than one million copies. 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>.

LITTLEST PET SHOP, LPSO Dancing Dog, LPSO Starter Pack and LITTLEST PET SHOP RESCUE TAILS CENTER playset are trademarks of Hasbro. All other trademarks are the property of their respective owners.

Photos/Multimedia Gallery Available: <http://www.businesswire.com/cgi-bin/mmg.cgi?eid=6425466&lang=en>

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