



## EA Lets MONOPOLY Fans Worldwide Play Online, Build and Populate 3-D Cities with Release of MONOPOLY Streets

***MONOPOLY Streets Marks the Crescendo of EA's Digital MONOPOLY Offerings This Holiday Season, Bringing a New Way to Experience the World's Top Family Favorite Game Brand***

REDWOOD CITY, Calif.--(BUSINESS WIRE)-- The EA Play Label of Electronic Arts Inc. (NASDAQ:ERTS) today announced that it is time to "Pass Go and Collect \$200" with the release of *MONOPOLY Streets*. The latest in EA's top-selling MONOPOLY video game franchise, *MONOPOLY Streets* places players at street level and brings the family favorite game board to life in full 3-D, delivering an immersive world that constantly evolves as gameplay unfolds. Under license from Hasbro (NYSE:HAS), *MONOPOLY Streets* is currently available at retail for the Wii™, Xbox 360™ videogame and entertainment system, and the PlayStation® 3 computer entertainment system. Additionally, EA released a classic version of *MONOPOLY* today for the Nintendo DS™.



MONOPOLY Streets (Photo: Business Wire)

such as the race car and Scottish terrier are all fully animated and fans can choose from a variety of creatively-themed boards like Landmark City as well as the Classic game board that has been entertaining families around the globe for 75 years. Players also can use their Mii™ for the Wii or avatar for Xbox 360 as their in-game character, as well as designate other Mii or avatars, such as those created by family and friends, to populate the bustling city.

"We have completely re-imagined the 75-year old family favorite in a way that now jumps to life on HD screens with new, exciting gameplay that is sure to bring the whole family together this holiday," said Chip Lange, Senior Vice President and General Manager of the Hasbro Division at Electronic Arts. "*MONOPOLY Streets* provides families and friends a way to connect and explore the world of MONOPOLY like they never have before—it's an experience you have to see to believe."

*MONOPOLY Streets* presents a completely re-imagined setting as players embark on the quest to "win it all" as the game board begins to emerge around them. With each move, players can see the cityscape develop from the ground up while properties such as Park Place and Boardwalk are bought, traded, and built upon. Classic MONOPOLY game board pieces

EA's new take on the popular board game adds even more excitement to gameplay with the addition of live auctions, where players try to purchase a property at the best market value price as part of their rise to riches. The game also features a "House Rules" mode that allows players to change up and customize how the game is played, as well as an option to play with friends online and be matched to an aspiring digital real estate mogul anywhere in the world on the Xbox 360 and PlayStation 3 versions.

"EA has done a tremendous job in bringing MONOPOLY to millions of global fans in highly creative and immersive ways across every major digital platform this year," said Mark Blecher, Senior Vice President and General Manager of Digital Gaming and Media at Hasbro. "In its 75<sup>th</sup> anniversary year, the popularity of MONOPOLY continues to grow and our alliance with EA has been instrumental in the meaningful re-invention of the treasured play experience for today's digital consumer."

With additional versions of MONOPOLY-themed games also available on iPhone, iPod touch, and online gaming destination Pogo.com, it's never been easier for aspiring property magnates to experience the thrill of the time-honored board game on digital platforms. MONOPOLY fans also can experience the real estate fun with EA's MONOPOLY Facebook game, which will soon launch on the popular social networking site. Consumers can keep an eye out for other MONOPOLY-themed releases on additional digital platforms this holiday.

*MONOPOLY Streets* is rated "E" for Everyone and is priced at SRP \$39.95 for the Xbox 360, Wii, and PlayStation 3. *MONOPOLY Classic* for the Nintendo DS is priced at SRP \$29.95. For more information on *MONOPOLY Streets*, please visit

[www.ea.com/monopoly](http://www.ea.com/monopoly).

## About MONOPOLY

Since 1935, more than 275 million copies of MONOPOLY have been sold in 111 countries and 40 languages. Hundreds of different editions of the game have been published, but the most popular continues to be the classic "Number Nine." Affectionately known by its original product number, "Number Nine" is based on the streets of Atlantic City and is nearly identical to Charles Darrow's original submission to Parker Brothers. The MONOPOLY name and logo, the distinctive design of the game board, the four corner squares, the MR. MONOPOLY name and the character, as well as each of the distinctive elements of the board and playing pieces are trademarks of Hasbro for its property trading game and game equipment.

## 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™, EA™, EA Mobile™ and POGO™. In fiscal 2010, EA posted GAAP net revenue of \$1.7 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. 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, All Rights Reserved.

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