



Electronic Arts Latest NERF Game Bundle Blasts into New Levels of Action

NERF "N-Strike" Bundle to Deliver Double the Missions, Excitement and Value This Fall

REDWOOD CITY, Calif., Jul 15, 2010 (BUSINESS WIRE) -- The EA Play Label of Electronic Arts Inc. (NASDAQ:ERTS) today announced that it will ship *NERF "N-Strike" Double Blast Bundle*, a compilation of its top-selling NERF-branded shooter games for the Wii(TM), along with a NERF blaster and decoder lens this October based on the popular brand from Hasbro, Inc. The high-action bundle will include two complete video games - *NERF "N-Strike"* EA's No. 1 Wii title in 2009 and *NERF "N-Strike" Elite*, the popular sequel. Adding even more bang for the buck, *NERF "N-Strike" Double Blast Bundle* will also ship with a custom SWITCH SHOT EX-3 blaster and attachable Red Reveal decoder lens allowing players to embark on a variety of missions while putting their NERF mettle to the test.

"The *NERF "N-Strike" Double Blast Bundle* will be the ultimate digital NERF immersion experience to date, providing hours of adrenaline-charged NERF-style gameplay and fun," said Chip Lange, Senior Vice President and General Manager of EA's Hasbro Division. "We're giving fans two full video games, a blaster and decoder lens at a very attractive price point in time for the holidays."

Double the Action and Fun

The first game, *NERF "N-Strike"*, allows players to advance through progressively more difficult missions while honing their blasting skills and strategy. Using multiplayer capability to play in teams of up to four, players explore a top-secret NERF building while solving the mystery of an unknown threat. Players can unlock more than 25 in-game blasters, some of which are exact replicas from the real world NERF product line like the LONGSHOT CS-6 and VULCAN EFB-25 and fantasy blasters such as the Crusher and Semper Fire, created exclusively for the video game.

In *NERF "N-Strike" Elite*, players are given the choice of four characters, each with distinctive in-game blasters and unique skills. Players can go solo or team up with a friend in two-player co-op mode to take on increasingly difficult missions with the end goal of defeating an army of robots. The game includes more than a dozen unlockable in-game blasters - including Hasbro's popular NERF N-STRIKE RAIDER RAPID FIRE CS 35 - each with its own individual strengths.

Adding to the overall gameplay experience, the NERF SWITCH SHOT EX-3 blaster allows players to insert the Wii Remote into the chamber of the blaster for in-game play or convert back to a regular blaster for classic NERF play (three NERF darts are also included in the bundle). Additionally, using the Red Reveal decoder lens allows players to identify enemy weak spots, solve puzzles and decode secret messages within the game.

"As NERF continues its reign as one of the leading properties that appeal to young men, capturing and presenting the intensity and competitive nature of the brand as a digital gameplay experience has proven to be highly engaging," said Mark Blecher, Senior Vice President and General Manager of Digital Media and Gaming at Hasbro. "The NERF brand will eagerly step up to the challenge of taking on a double NERF mission with this bundle that will deliver action, fun and value."

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 \$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. 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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