



July 14, 2016

## Micro Machines is Back and It's Better Than Ever!

*The Summer's Hottest Game Just Landed on the App Store*

REDWOOD CITY, Calif.--(BUSINESS WIRE)-- Leading independent mobile games publisher Chillingo, a division of [Electronic Arts Inc.](#) (NASDAQ:EA) today announced the worldwide launch of [Micro Machines](#). Codemasters' legendary small-scale multiplayer game makes its debut on the [App Store](#) with the same classic thrills and laughs of the original toy-based series, in this exciting all-new combat racer.

This Smart News Release features multimedia. View the full release here:  
<http://www.businesswire.com/news/home/20160714005279/en/>



*Micro Machines* allows up to four players to play in miniaturized, combative racing fun across 10 tracks of tabletops, desks, pool tables and kitchen sinks. There are three race modes including a brand new, fan favorite, 'Battle Mode,' which makes the game accessible and fun for everyone!

Players can collect and race with over 60 unique vehicles and 60 types of weapon modifications at launch ranging from flame throwers and shrink rays to Nerf guns in battle arenas. The nostalgia of the original 90s classic is also rendered for today's mobile devices at 60 frames per second!

*Micro Machines* is free-to-download\* and delivers a truly social experience at its core with PvP gameplay so there are constant thrills and actions. Plus more exciting content will be coming soon featuring popular Hasbro brands!

MICRO MACHINES IS BACK AND IT'S BETTER THAN EVER! (Graphic: Business Wire)

For more information about *Micro Machines*, please visit [Facebook](#) to learn more.

\*NETWORK FEES MAY APPLY. IN-APP PURCHASES AVAILABLE.

### About Chillingo

Chillingo, a subsidiary of Electronic Arts, is a leading mobile games publisher with numerous award-winning hits around the world including *Angry Birds*, *Cut the Rope*, *Iron Force*, *Perfect Kick*, *Catapult King*, *Pixel People*; and countless others. The company publishes games for iOS and Android platforms. For more information about the company and its games, please visit [www.chillingo.com](http://www.chillingo.com).

### About Electronic Arts

Electronic Arts (NASDAQ: EA) is a global leader in digital interactive entertainment. The Company delivers games, content and online services for Internet-connected consoles, personal computers, mobile phones and tablets. EA has more than 300 million registered players around the world.

In fiscal year 2016, EA posted GAAP net revenue of \$4.4 billion. Headquartered in Redwood City, California, EA is recognized for a portfolio of critically acclaimed, high-quality blockbuster brands such as The Sims™, Madden NFL, EA SPORTS™ FIFA, Battlefield™, Dragon Age™ and Plants vs. Zombies™. More information about EA is available at [www.ea.com/news](http://www.ea.com/news).

## About Codemasters

Codemasters, the award winning video game developer and publisher, has a 30-year heritage. With titles distributed globally, Codemasters is a leading developer and publisher of driving and racing entertainment games including DiRT, GRID and the official BAFTA award-winning FORMULA 1 series of videogames. Since March 2010, Reliance Big Entertainment Ltd. (RBEL), a part of India's Reliance ADA group, has been the principal shareholder (60%), alongside existing investor, Balderton Capital, the leading European venture capital firm. For more information on Codemasters' product portfolio, please visit [www.codemasters.com](http://www.codemasters.com). Join in the conversation with @Codemasters on Twitter or Like us on Facebook at [www.facebook.com/codemasters](http://www.facebook.com/codemasters).

## About Hasbro

[Hasbro](http://www.hasbro.com) (NASDAQ: HAS) is a global company committed to Creating the World's Best Play Experiences, by leveraging its beloved brands, including LITTLEST PET SHOP, MAGIC: THE GATHERING, MONOPOLY, MY LITTLE PONY, NERF and TRANSFORMERS, and premier partner brands. From toys and games, television programming, motion pictures, digital gaming and a comprehensive lifestyle licensing program, Hasbro fulfills the fundamental need for play and connection for children and families around the world. The Company's Hasbro Studios creates entertainment brand-driven storytelling across mediums, including television, film and more. Through the company's commitment to corporate social responsibility, including philanthropy, Hasbro is helping to build a safe and sustainable world and to positively impact the lives of millions of children and families every year. Learn more at [www.hasbro.com](http://www.hasbro.com) and follow us on Twitter ([@Hasbro](https://twitter.com/Hasbro) & [@HasbroNews](https://twitter.com/HasbroNews)).

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Electronic Arts Inc.  
Tammy Levine, 650-628-7223  
PR & Events, Global Lead  
[tlevine@ea.com](mailto:tlevine@ea.com)

or  
Jino Talens, 650-628-9111  
PR Manager  
[jtalens@ea.com](mailto:jtalens@ea.com)

or  
Carmen Pearson, 415-746-0803  
PR Director  
[carmen@chillingo.com](mailto:carmen@chillingo.com)

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