

FOR IMMEDIATE RELEASE

## AK TWEENS ANNOUNCES ELECTRONIC ARTS INC. AS FIRST OFFICIAL SPONSOR OF INAUGURAL NATIONAL TWEEN GIRL SUMMIT

**Summit to be Held at Historic Capital Hilton Hotel in  
Washington, DC, October 10, 2009**

**New York, July 7th, 2009** – National Tween Girl Summit (<http://www.allykatz.com/page/summit/>) founders and the nation's leading tween girl research firm, AK Tweens (<http://www.aktweens.com>), and AllyKatz.com, the country's largest COPPA compliant tween girl social networking site, today announce that Electronic Arts Inc. (<http://www.ea.com>)(NASDAQ: ERTS), a leading global entertainment software company, has signed on as the Official Gaming Sponsor of the first ever National Tween Girl Summit, planned for October 10, 2009 at the Capital Hilton Hotel in Washington, DC.

The daylong Summit will examine the minds, motivation and lives of tween girls, giving them a platform to share their thoughts and opinions on a range of subjects. Over two hundred and fifty tween girls from around the country will convene with policy makers, marketers, experts, celebrities and other persons of note (to be announced) to discuss a wide range of important topics such as community service and activism, personal safety online and off, tween pressure and self-image, what's hot and what's not in the world of tweens and much more. The agenda also includes a celebrity filled night of entertainment for those in attendance.

"We could not be more pleased to have EA as our first sponsor," said Denise Restauri, CEO and Founder of AK Tweens and AllyKatz.com. "Girls love gaming just as much as boys do, but they want games made for them – not for boys. EA really understands this and is producing games made especially for girls. As the official gaming sponsor, EA will take things a step further by giving girls a unique opportunity to directly influence new games based on what they say they want in a game."

"The girl gaming audience is growing rapidly, so we are thrilled to collaborate with the National Tween Summit to connect and celebrate with this unique group directly," said Jennifer Donahoe, Sr. Director of Marketing for EA's Hasbro division. "EA has teams dedicated to making quality games that appeal to this important demographic, understanding that some girls have different gaming habits, but still deserve a quality game experience. We've recently developed a very exciting play testing process that allows us to understand and capture what girls are excited about, then deliver that in our games."

As the Official Gaming Sponsor of the 2009 Summit, Electronic Arts will host the EA Tween Video Game Lounge, where tweens in attendance will be given exclusive access to EA's new products – including LITTLEST PET SHOP™ FRIENDS, LITTLEST PET SHOP™ ONLINE and CHARM GIRLS CLUB™ – and have the opportunity to contribute their ideas and feedback for future game development. Girls with parental approval will also have the chance to sign on for EA's exclusive High Impact Panel (HIP), which will give girls an even broader platform for sharing their thoughts and opinions and influencing new games. In addition, EA executives will be on hand during their hosted Ice Cream Social to help girls explore and discover the many career opportunities that exist for them in the gaming industry, and parents will have a chance to learn how to play EA's most popular games so they can be in on the fun too. EA will also provide free games and accessories in the Summit's official gift bags, to be given to all tweens in



attendance.

**More information is available on the National Tween Girl Summit as follows:**

**GENERAL INFORMATION:** <http://www.allykatz.com/page/summit/> or email [tweensummit@allykatz.com](mailto:tweensummit@allykatz.com).

**SPONSORS:** Contact Rosie Mankes 732-817-0849, or [Rosie@allykatz.com](mailto:Rosie@allykatz.com)

**TWEENS AND PARENTS:** To attend visit <http://www.allykatz.com/page/summit/> to register online.

**PRESS:** Contact Wendy Simmons or Stacy Clapp, Vendeloo PR, 718.522.9873 or [wendy@vendeloo.com](mailto:wendy@vendeloo.com) or [stacy@vendeloo.com](mailto:stacy@vendeloo.com), respectively. Contact Lilit Baron for EA 650-628-9247, or [lbaron@ea.com](mailto:lbaron@ea.com)

To view the agenda for the first-ever National Tween Girl Summit go to:  
[http://www.allykatz.com/images/pdf/AllyKatzz\\_TweenSummitAgenda\\_0604.pdf](http://www.allykatz.com/images/pdf/AllyKatzz_TweenSummitAgenda_0604.pdf)

**ABOUT AK TWEENS**

AK Tweens is the leading consulting, research and marketing company that captures the thoughts and opinions of tweenage girls and is built around the country's largest COPPA compliant tween girl social networking site, AllyKatz.com. 75,000 tweenage girl members come to AllyKatz.com to share uncensored information about what's going on in their worlds: opinions, ideas, dreams, people, places, products and trends. AK Tweens is able to translate their thoughts and opinions from "tweenage chatter" into valuable feedback for companies seeking a more meaningful and beneficial relationship with the tween girl market. AK Tweens Founder and CEO, Denise Restauri, is the country's foremost expert on tweenage girls and is a frequent commentator on national television, newspapers, magazines and radio programs including CBS Early Show, BBC America, The Today Show, ABC, NPR, E!Online, USA TODAY, People Magazine, and many other outlets. She is also the tween girl expert on TrueSlant.com.

**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™, EA Mobile™ and POGO™. 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) <<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>.

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