



For Immediate Release

Press Contact:

Lon Bouldin, Ventures Public Relations

917.370.1002

lon@venturespr.com

THE FIRST NATIONAL TWEEN GIRL SUMMIT ANNOUNCES DOVE DEODORANT AS OFFICIAL SPONSOR

***ADDITIONAL SPONSORS INCLUDE MOXIE GIRLZ™, MONTAGNE JEUNESSE, &
FLIPOUTZ***

EA Presents AllyKatzz Tween Summit Music Festival

New York, NY – **The First National Tween Girl Summit 2009** announces that **Dove Deodorant, Moxie Girlz™, Montagne Jeunesse, and FlipOutz** have been confirmed as official sponsors of this year's groundbreaking event. **Electronic Arts Inc.**, the Official Gaming Sponsor for The Summit is also sponsoring the event's ice cream social and presenting the **AllyKatzz Tween Summit Music Festival**. The Tween Summit will be Held at the Historic Capital Hilton Hotel in Washington, DC on October 10, 2009.

The daylong Summit will examine the minds, motivation and lives of tween girls, giving them a platform to share their thoughts and opinions in the Nation's Capital on a range of subjects - the environment, the economy, education, safety, self-image and more. Approximately 300 tween girls (ages 9-14) from around the country will convene with policy makers, experts, and celebrities to discuss a wide range of topics. Parents, politicians and marketers will have the opportunity to hear directly from the girls about what's important to them – from their struggles with peer and parental pressure, to government policy affecting their lives, to what motivates them to buy what they buy. Event sponsors will also offer on-site opportunities for the girls to speak up and give feedback, contributing insightful ideas to these innovative organizations, allowing them to create and develop the most beneficial programs for tween development.

These sponsors will join **Electronic Arts Inc.**, (<http://www.ea.com>) (NASDAQ: ERTS) the leading global entertainment software company, as an official sponsor of the First National Tween Girl Summit. These sponsors also join previously announced Tween Summit sponsors **AOL's JSYK.com, Sharpie®, PBteen, Disney Book Group, Sephora USA, Inc., Popstar! Magazine, Fundex Games, Ltd., Daisy Rock Girl Guitars, D'Addario Strings, and Chit Chat Beauty.**

ABOUT DOVE

The **Dove** mission is to make women feel more beautiful every day by challenging today's stereotypical view of beauty and inspiring women to take great care of themselves. Dove,

manufactured by Unilever, is the No. 1 personal wash brand nationwide. One in every three households uses a Dove product, which includes beauty bars, body washes, face care, antiperspirant/ deodorants, body mists, hair care and styling aids. Dove is available nationwide in food, drug and mass outlet stores. www.dovegofresh.com

ABOUT MOXIE GIRLZ™

A Moxie Girl is full of energy and self-confidence. She is proud of her individuality and her self-expression. She is unique, bright, empowered, brave, and stylish. MGA Entertainment's latest doll line – **Moxie Girlz™** – inspires girls to express themselves individually and creatively while exuding both courage and self-confidence. At The Tween Summit, MGA will showcase the Moxie Girlz™ and inspire girls in a similar way through a series of events, activities, online initiatives, and giveaways. Moxie Girlz are available at major retailers nationwide. www.moxiegirlz.com.

ABOUT MONTAGNE JEUNESSE

Montagne Jeunesse is the largest selling brand of impulse beauty treats worldwide. Face masks, foot, hair and body treatments sell in over 87 countries and all products are bursting with natural ingredients, vegetarian certified and never tested on animals. Montagne Jeunesse products are sold in the United States at most mass, grocery and drugstore retailers including CVS, Wal-Mart, Rite Aid, Ulta, Amazon.com and many more. Please visit us at www.montagnejeunesse.com.

ABOUT FLIPOUTZ

Created by kids, **FlipOutz** are the hot new interactive fun wear that are awesome to wear and even cooler to share. Trade your coins with friends and track them online at FlipOutz.com where a whole new community awaits. Online or off, FlipOutz lets you share the fun wherever you go. At The Summit, FlipOutz will be giving away extra coins for the Flipoutz bracelets the girls will receive in their Goody bags. In addition, the girls will be encouraged to design coins expressing their individuality and concerns about their world. The best design may be produced as the next FlipOutz coin! Giving back is a big part of FlipOutz as well, so the girls will be voting on their favorite charity that will receive a donation in honor of the Tween Summit attendees. For more information, visit www.flipoutz.com.

ABOUT ELECTRONIC ARTS, INC.

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>>. More information about EA's products and full text of press releases can be found on the Internet at <http://info.ea.com>.

ABOUT AK TWEENS & ALLYKATZZ.COM

AK Tweens is the leading consulting, research and marketing company that captures the thoughts and opinions of tweenage girls and is built around one of the country's largest COPPA compliant tween girl social networking sites, **AllyKatzz.com**. 100,000 tweenage girl members come to AllyKatzz.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*, among many other outlets. For more information visit www.aktweens.com.

First National Tween Girl Summit at the Historic Capital Hilton
October 10, 2009, 8:00am – 10:30pm
1001 16th Street NW ▪ Washington, D.C. 20036
www.TweenSummit.com

###