

FOR IMMEDIATE RELEASE

**PBTEEN, DISNEY BOOK GROUP, SEPHORA USA, INC., POPSTAR! MAGAZINE,
FUNDEX GAMES, LTD., DAISY ROCK GIRL GUITARS, D'ADDARIO STRINGS, AND CHIT CHAT BEAUTY
JOIN ELECTRONIC ARTS INC. (EA) AS OFFICIAL SPONSORS OF
THE FIRST EVER NATIONAL TWEEN GIRL SUMMIT**

National Tween Girl Summit – Where Tweens Get to Talk – to be Held at the
Capital Hilton Hotel in Washington, DC on October 10, 2009

New York, August 11, 2009 – National Tween Girl Summit founders and the nation's leading tween girl research firm, AK Tweens, and AllyKatz.com, the country's largest COPPA compliant tween girl social networking site, today announce that PBteen, Disney Book Group, Sephora USA, Inc., Popstar! Magazine, Fundex Games, Ltd., Daisy Rock Girl Guitars, D'Addario Strings, and Chit Chat Beauty have joined Electronic Arts Inc. (EA) (NASDAQ: ERTS), the leading global entertainment software company, as official sponsors of the first ever National Tween Girl Summit, planned for October 10, 2009 at the historic 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 300 tween girls from around the country will convene with policy makers, experts, and celebrities to discuss a wide range of topics including community service, 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. 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. Just four years away from legal voting age, and members of a demographic which spends billions of dollars each year, the goal of the Tween Summit is to help these girls understand their personal and collective power and to give them a voice. The day culminates with a celebrity filled night of entertainment for those in attendance. In addition, a virtual component will allow hundreds of thousands of additional girls to join the summit online via www.AllyKatz.com.

The following companies join Electronic Arts in leading the way to support tween girls at the National Tween Girl Summit:

- **PBteen** – PBteen offers a fun and innovative line of furniture, bedding, lighting and accessories, designed just for teens, by Pottery Barn.
- **Disney Book Group** – Disney Book Group is part of Disney Publishing Worldwide (DPW). Disney Book Group's imprints include Disney Editions, Disney•Hyperion, Disney•Jump at the Sun and Disney Press. Headquartered in White Plains, NY and Milan, Italy, Disney Publishing Worldwide publishes books and magazines in 85 languages in 75 countries, reaching more than 100 million readers each month.
- **Sephora USA, Inc.** – Launched in the U.S. in 1998, Sephora North America today operates more than 230 stores in the U.S. and Canada, and the world's top beauty website, Sephora.com. Sephora is well known for its unique retail concept, which is rooted in its distinctive store design, the beauty expertise of its sales consultants and, most importantly, its unparalleled combination of over 200 classic and emerging brands across a broad range of product categories including skincare, color, fragrance, bath & body, smilecare, and haircare, as well as Sephora's own private label.
- **Popstar! Magazine** – Popstar! Magazine is the oldest continuously published tween- and teen-entertainment magazine in the country, filled with positive news about today's biggest stars of music, movies and TV.
- **Fundex Games, Ltd.** – Creators of Dream Phone, Fundex Games is a leader in manufacturing and marketing innovative games for the entire family. From worldwide best-sellers like Phase10® to the award-winning What's in Ned's Head?™ and games based on some of your favorite characters like hoops & yoyo and FRED, Fundex connects friends, families and

fans! Based near Indianapolis and with product all over the world, Fundex is “Where Fun Comes First.”

- **Daisy Rock Girl Guitars** – Daisy Rock Girl Guitars makes guitars made specifically for girls and is doing whatever it takes to help girls play guitar and enjoy music.
- **D’Addario Strings** – D’Addario Strings is the Player’s Choice for all guitar, bass and fretted instruments.
- **Chit Chat Beauty** – Chit Chat Beauty is an inspirational bath and beauty line created especially for young girls, with the goal of teaching girls from a young age that *True Beauty Starts On the Inside*. The company’s products are made with naturally derived ingredients and are free of Parabens, Sodium Laurel Sulfate, Harmful Phthalates and Dyes.

“We are beyond thrilled to have the participation of such amazing companies at the first ever National Tween Girl Summit,” said Denise Restauri, CEO and Founder of AK Tweens and AllyKatz.com. “By sponsoring the Summit, these companies are letting tween girls know that they are supported and that their voices are genuinely valued by some of the most exciting and forward looking companies operating today.”

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

GENERAL INFORMATION: For general information, agenda and more, visit <http://www.tweensummit.com/> or email tweensummit@allykatz.com.

SPONSORS: To be a sponsor, contact Rosie Manke 732-817-0849, or Rosie@allykatz.com

TWEENS AND PARENTS: To register online, visit http://www.tweensummit.com/about_registration.php.

PRESS: For more information or to register to attend visit <http://www.tweensummit.com/press.php>. For additional questions, contact Wendy Simmons (wendy@vendeloo.com) or Laura Camien (laura@vendeloo.com), Vendeloo PR, 718.522.9873.

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. 100,000 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. For more information visit www.aktweens.com.

SPONSORS

- <http://www.PBTeen.com>
- <http://disneybooks.disney.go.com/>
- <http://www.sephora.com/>
- <http://www.popstaronline.com/>
- <http://www.fundexgames.com/>
- <http://www.daisyrock.com/>
- <http://www.daddario.com/>
- <http://www.chitchatbeauty.com/>

<http://www.ea.com/>

#