



EA Tees Off With Tiger Woods PGA Tour 09 as It Hits Retail Stores Today

Dynamic Skills and Simultaneous Online Play Highlight the Game Everyone Plays

REDWOOD CITY, Calif., Aug 26, 2008 (BUSINESS WIRE) -- Electronic Arts Inc., (NASDAQ:ERTS) announced today that Tiger Woods PGA TOUR(R) 09, a nominee for best sports game at this year's E3, is available in retail stores today. The critically acclaimed Tiger Woods PGA TOUR franchise, which appeals to experienced and novice gamers alike, will feature personalized gameplay via Tiger Woods' swing coach, Hank Haney. In addition, Tiger Woods PGA TOUR 09 All-Play, winner of IGN's Best Wii Sports Game Award at E3, features new graphics and user interface while also incorporating interactive and social mini-games.

"Tiger Woods PGA TOUR 09 brings simulation golf to life through its graphically enhanced courses and several all-new features for the Xbox 360 and PLAYSTATION 3 versions of the game," said Executive Producer Mike Taramykin. "In Tiger Woods PGA TOUR 09 All-Play we were able to create a sociable yet competitive experience with the new Golf Party Mode, while also evening the playing field with an all-new Wii-specific controller system."

An all-new addition to this year's game is Performance Coach featuring Haney. He will assist gamers as they hit the links and try to advance their career to win the FedExCup. Following each round, Haney will deliver customized feedback on a player's performance. This feedback system allows all gamers, rookies or pros, to compete and enjoy the game at any level. In Tiger Woods PGA TOUR 09, a player's skill level is dynamic, constantly adjusting throughout the round just as it would during a real afternoon of golf.

Also new to the game is Club Tuner, which gives gamers the opportunity to calibrate their clubs to fit their personal tendencies and preferences. Players can test and customize their driver, fairway woods, irons and wedges. The Club Tuner allows gamers the ability to create a bag of clubs that fit specific course conditions or needs, but strategy will come into play as gamers must weigh the risks of club performance versus ease of use.

The online experience for Tiger Woods PGA TOUR 09 has been significantly enhanced, from enhancements and all-new features within EA SPORTS(TM) GamerNet1 to an all-new game engine powering simultaneous play within the game. New to GamerNet, which is an interactive gaming hub that hosts user-created gameplay online, are Instant Challenges, seamless integration into gameplay and all-new daily leaderboards. The new online engine in Tiger Woods PGA TOUR 09 and Tiger Woods PGA TOUR 09 All-Play gives as many as four players the ability to play each hole at the same time, allowing players to swing when they are ready and experience a round of golf even faster and more competitive than ever before.

Developed in Orlando, Fla., by EA Tiburon, Tiger Woods PGA TOUR 09 will be available on August 26 on the Xbox 360(R) video game and entertainment system, the PlayStation(R)2 and PLAYSTATION(R)3 computer entertainment systems and the PSP(R) (PlayStation(R)Portable) system. Tiger Woods PGA TOUR 09 All-Play is available specifically for Wii(TM).

For more information about Tiger Woods PGA TOUR 09, check out www.easports.com/tigerwoods09.

EA SPORTS(TM) is the leading interactive sports software brand in the world, with top-selling titles and franchises including Madden NFL football, FIFA Soccer, NHL(R) hockey, NBA LIVE basketball, NCAA(R) Football, Tiger Woods PGA TOUR(R) and NASCAR(R) racing.

1Internet connection required. See product pack for details.

About Electronic Arts

Electronic Arts Inc. (EA), headquartered in Redwood City, California, is the world's leading interactive entertainment software company. Founded in 1982, the Company develops, publishes, and distributes interactive software worldwide for video game systems, personal computers, cellular handsets and the Internet. Electronic Arts markets its products under four brand names: EA SPORTSTM, EATM, EA SPORTS FreestyleTM and POGOTM. In fiscal 2008, EA posted GAAP net revenue of \$3.67 billion

and had 27 titles that sold more than one million copies. 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>.

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About the PGA TOUR

The PGA TOUR is a tax-exempt membership organization of professional golfers. Its primary purpose is to provide competitive earnings opportunities for past, current and future members of the PGA TOUR, Champions Tour and Nationwide Tour; to protect the integrity of the game; and to help grow the reach of the game in the U.S. and around the world.

In 2008, the three Tours will compete in 108 events for approximately \$355 million in prize money. Tournaments will be held in nine countries outside the U.S. and in 37 states.

In addition to providing competitive opportunities for its membership, TOUR events also generate significant funds for local charities. In fact, the three Tours have surpassed the \$1 billion mark in overall charitable contributions. The PGA TOUR's web site address is www.pgatour.com and the company is headquartered in Ponte Vedra Beach, FL.

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