



EA Connects Mobile Phone and Console Platforms With Release of Tiger Woods PGA Tour 09

First EA Mobile Phone Title to Function Across Multiple Platforms

LOS ANGELES, Nov 07, 2008 (BUSINESS WIRE) -- With the launch of Tiger Woods PGA TOUR(R) 09 for mobile phones, the EA Mobile(TM) division of Electronic Arts Inc. (NASDAQ:ERTS) today introduced the company's first integration of a mobile phone game feature that can influence the console edition of the same title. The CONSOLE BOOST feature gives connected Xbox 360(R) and PLAYSTATION(R)3 computer entertainment systems' players a chance to improve their STAT BOOST and skill level when they play the mobile version of the game.

"We're excited to bring mobile-to-console gameplay to our customers," said Adam Sussman, VP Publishing Americas and Asia for EA Mobile. "Tiger Woods PGA TOUR 09 features a CONSOLE BOOST which enables players to improve the skill level of their console character by playing the mobile game."

How the CONSOLE BOOST works:

-- The CONSOLE BOOST earned by playing the mobile game is stored in the registered customer's EA account. Once the players apply the CONSOLE BOOST to their Xbox 360 or PLAYSTATION 3 accounts they see an immediate increase in the skill levels of their athletes.

-- The value of the CONSOLE BOOST upload varies depending on the skill level played on the mobile game (Amateur, Pro or Legend) and how well the user completes the series of challenges.

-- Challenges can be played on any of the courses in Tiger Woods PGA TOUR 09 mobile and there are varying requirements to complete the series of challenges.

Tiger Woods PGA TOUR 09

Play as Tiger and other PGA TOUR pros, or create a golfer. Climb the ranks as an Amateur, Pro or Legend in Practice, Challenge and Tournament modes. Players can show their skills on legendary courses and find the fairway with the optional swing meter. Follow shots through the air with the ball cam and read the green with the putting grid. The game also includes vivid graphics and an authentic feel that puts you on the course. Track stats and earn Trophy Balls to become a golf legend!

Tiger Woods PGA TOUR 09 for mobile is currently available for purchase in North America. For more information on carrier availability and pricing, please visit www.eamobile.com. The console edition of Tiger Woods PGA TOUR 09 is currently available for the Xbox 360(R) video game and entertainment system, the PlayStation(R)2 and PLAYSTATION(R)3 computer entertainment systems. The game is also available on the PSP(R) (PlayStation(R)Portable) system. Tiger Woods PGA TOUR 09 All-Play is available specifically for Wii(TM). For more information, check out www.easports.com/tigerwoods09.

About EA Mobile

EA Mobile(TM), a division of EA's Casual Entertainment Label, is the world's leading wireless entertainment publisher with award-winning games such as Tetris(R), Bejeweled(R), The Sims(TM), and Need For Speed(TM). The EA Mobile portfolio also includes casual games based on the company's partnership with Hasbro, Inc. including MONOPOLY, YAHTZEE and SCRABBLE(in the U.S. and Canada) as well as sports blockbusters from the EA SPORTS(TM) brand, including Madden NFL Football, FIFA Soccer and NASCAR(R). EA Mobile develops games for multiple mobile platforms including mobile phones, smartphones, the iPhone(TM) and iPod(R). For more information about EA Mobile, please visit www.eamobile.com.

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 SPORTS(TM), EA(TM), EA SPORTS Freestyle(TM) and POGO(TM). 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>.

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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SOURCE: Electronic Arts Inc.

Sparkpr for EA Mobile
Matt Marquess, 415-321-1874
matt@sparkpr.com

or
EA Casual Entertainment
Trudy Muller, 650-628-2926
tmuller@ea.com

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