



EA and Tiger Woods Roar Back to the Links in Tiger Woods PGA TOUR 10

Experience the Thrill and Spectacle of Tournament Golf

REDWOOD CITY, Calif., Mar 12, 2009 (BUSINESS WIRE) -- Electronic Arts Inc. (NASDAQ: ERTS) announced today that the world's #1 selling* golf video game franchise tees off for a new season in *Tiger Woods PGA TOUR(R) 10*. Shipping to retailers on June 16, *Tiger Woods PGA TOUR 10* takes golf fans inside-the-ropes to experience the drama and emotion of tournament golf. In addition, the U.S. Open, a USGA championship, and the USGA's Rules of Golf will be available in *Tiger Woods PGA TOUR 10* for the first time in franchise history.

"No player has elevated the game of golf more than Tiger Woods and we celebrate his return with a game that recreates the atmosphere of the PGA TOUR like never before," said Executive Producer Mike Taramykin. "*Tiger Woods PGA TOUR 10* continues the long-standing tradition of providing an authentic golf experience that is accessible to skilled and casual gamers alike."

As you hear the roar of the crowd from the next hole over, can you handle the mounting pressure while you stand over your tournament-winning putt? Expanded crowds surround every hole; adding to the tension and excitement of each shot. A first for the franchise, real-time weather will be reflected on every course, ensuring the in-game experience matches that of the current weather conditions. *Tiger Woods PGA TOUR 10* will also feature a television broadcast style presentation, which include instantaneous updates and a new announcer team of ESPN's Scott Van Pelt and the Golf Channel's Kelly Tilghman.

Tiger Woods PGA TOUR 10 on the Nintendo Wii will support the all-new Wii MotionPlus accessory, which brings an authentic sports motion to your golf swing; including the ability to draw and fade. Whether it's opening up your clubface to take on that dogleg or tap in that five-foot putt - *Tiger Woods PGA TOUR 10* with the Wii MotionPlus is like bringing a golf simulator to your living room.

This year's 2009 U.S. Open course, Bethpage State Park (Black Course), will be available on the Xbox 360, PLAYSTATION3, PSP and Wii versions of the game. The USGA's U.S. Open courses are known for being the toughest test in all of golf, and in *Tiger Woods PGA TOUR 10* golf fans can expect the same major championship conditions as found in the real world.

Developed in Orlando, Fla., by EA Tiburon, *Tiger Woods PGA TOUR 10* will be available on the Xbox 360(R) video game and entertainment system, the PlayStation(R)2 and PLAYSTATION(R)3 computer entertainment systems, the PSP(R) (PlayStation (R)Portable) system and Wii(TM).

For more information about *Tiger Woods PGA TOUR 10*, check out www.tigerwoods10.com.

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.

* Based on NPD data.

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(TM), EA SPORTS(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>.

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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 expand the PGA TOUR domestically and internationally so as to substantially increase player financial benefits while maintaining our commitment to growth in charity and integrity to the game.

In 2009, the three Tours will compete in 102 events for more than \$350 million in prize money. Tournaments will be held in 10 countries outside the U.S. and 35 states.

In addition to providing competitive opportunities to 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.

About the USGA

The USGA is the national governing body of golf in the USA and Mexico, a combined territory that includes more than half the world's golfers and golf courses.

The Association's most visible role is played out each season in conducting 15 national championships, including the U.S. Open, U.S. Women's Open and U.S. Senior Open. The remaining USGA national championships are exclusively for amateurs, and include the U.S. Amateur and the U.S. Women's Amateur.

The USGA also writes the Rules of Golf, conducts equipment testing, provides expert course maintenance consultations, funds research for better turf and a better environment, maintains a Handicap System and administers an ongoing "For the Good of the Game" grants program, which has allocated more than \$63 million over 12 years to successful programs that bring the game's values to youths from disadvantaged backgrounds and people with disabilities. For more information about the USGA, visit www.usga.org.

Photos/Multimedia Gallery Available: <http://www.businesswire.com/cgi-bin/mmg.cgi?eid=5914447&lang=en>

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