



Tiger Woods PGA TOUR 10 to Arrive in Stores Bundled with Wii MotionPlus

Exclusive Offer Available in North America at Launch

REDWOOD CITY, Calif., Apr 21, 2009 (BUSINESS WIRE) -- EA SPORTS(TM), a label of Electronic Arts Inc. (NASDAQ:ERTS), today announced that the Wii(TM) version of *Tiger Woods PGA TOUR^(R) 10* will be bundled with Nintendo's new Wii MotionPlus(TM) accessory when the title ships to stores in June in North America. In Europe, both *Tiger Woods PGA TOUR 10* and *EA SPORTS Grand Slam^(R) Tennis* will be bundled with the Wii MotionPlus accessory at launch.

"This exclusive and limited-time offer is exciting news for sports fans who want to enhance their Wii experience for a great value with the new Wii MotionPlus right at launch with *Tiger Woods PGA TOUR 10*," said Peter Moore, President, EA SPORTS. "The functionality of the Wii MotionPlus will help us deliver the authentic, true-to-life sports motion for *Tiger Woods PGA TOUR 10* and *EA SPORTS Grand Slam Tennis* that will redefine the sports experience on the Wii."

Both *Tiger Woods PGA TOUR 10* and *EA SPORTS Grand Slam Tennis* have been rated "E" by the ESRB. *Tiger Woods PGA TOUR 10* has an MSRP of \$59.99 when bundled with the Wii MotionPlus. Both products, which ship to stores on June 15 on the Wii in North America, will be available for \$49.99 without the accessory.

EA SPORTS has at least five products in development that will launch before the end of 2009 designed specifically for the Wii, including:

Tiger Woods PGA TOUR 10

Tiger Woods PGA TOUR 10 coupled with the Wii MotionPlus accessory gives players an unprecedented authentic golf swing experience and the ability to control and work their golf ball around the course. The Wii MotionPlus accessory also adds to the gameplay experience with an all-new disc golf mode in *Tiger Woods PGA TOUR 10*. With Wii MotionPlus, gamers have increased fidelity and complete free motion of their disc and can throw it in any manner they choose. *Tiger Woods PGA TOUR 10* will also ship on additional platforms on June 15. *Tiger Woods PGA TOUR 10* is developed by EA Tiburon in Orlando, Florida.

EA SPORTS Grand Slam Tennis

EA SPORTS Grand Slam Tennis, launching first on the Wii, makes users feel like they are playing championship tennis in the comfort of their living rooms. Wii MotionPlus elevates the authentic tennis experience to a higher level with precise ball placement and added shot depth. With the accessory, tennis fans will appreciate the freedom to control the backswing of champions like John McEnroe, Serena Williams, Roger Federer or any one of their in-game players, as well as have the ability to run around a forehand or backhand. *EASPORTS Grand Slam Tennis* is developed by EA Canada in Vancouver, B.C. The product will ship on additional platforms later in the year.

For more information, log onto www.easports.com. Media can find screenshots and videos of the games at <http://eaus.gamespress.com/release.asp?i=1114>.

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>.

EA, EA SPORTS, EA SPORTS Freestyle and POGO are trademarks or registered trademarks of Electronic Arts Inc. in the U.S. and/or other countries. Grand Slam is a registered Trademark jointly owned by Australian Open, US Open, French Open and Wimbledon. The mark 'TIGERWOODS' are trademarks of ETW Corp. and may not be used, in whole or in part, without the prior written consent of ETW Corp. PGA TOUR is a trademark of PGA TOUR, INC. and used by permission. Wii and Wii MotionPlus are trademarks of Nintendo. All other trademarks are the property of their respective owners.

Photos/Multimedia Gallery Available: <http://www.businesswire.com/cgi-bin/mmg.cgi?eid=5945053&lang=en>

SOURCE: Electronic Arts Inc.

Electronic Arts Inc.

Katherine Coulthart, 407-386-4812

Senior Publicist

kcoulthart@ea.com

Paula Kim, 604-456-3179

Senior Publicist

pkim@ea.com

David Tinson, 605-628-5189

Sr Director, Public Relations

dtinson@ea.com

Copyright Business Wire 2009