



## **EA Mobile Launches Tiger Woods PGA TOUR and Need for Speed Undercover on Apple App Store**

### ***Two EA Global Blockbuster Franchises Arrive for the First Time on iPhone and iPod Touch***

LOS ANGELES, May 06, 2009 (BUSINESS WIRE) -- EA Mobile(TM), a division of Electronic Arts Inc., (NASDAQ:ERTS), today announced two of its biggest global franchises are available on the Apple App Store. *Tiger Woods PGA TOUR*(R) and *Need for Speed*(TM) *Undercover* were created for the unique capabilities of the iPhone and iPod touch and providing the graphic quality and simulation experience that is core to these successful franchises. *Tiger Woods PGA TOUR* players will use the touch capabilities to draw back a golf club to tee off for a round at Pebble Beach. *Need for Speed Undercover* players will outrun the cops while navigating the roads using the accelerometer feature.

"*Tiger Woods PGA TOUR* brings the ultimate mobile golf experience to the iPhone and iPod touch, including the world's No. 1 golfer, legendary courses and an interface that leverages these great devices," said Adam Sussman, VP of Worldwide Publishing for EA Mobile. "*Need for Speed* players will lose themselves in the most intense 3D racing environment EA has brought to mobile phones."

#### ***Tiger Woods PGA TOUR***

*Tiger Woods PGA TOUR* makes its debut on iPhone/iPod touch offering 120+ holes across seven of the most famous golf courses in the world including Pebble Beach, St. Andrews, and TPC Sawgrass. EA Mobile introduces the one-of-a-kind, touch-n-drag Swing Meter providing subtle visual feedback to achieve the perfect swing. In addition, players can swipe the screen to manipulate the direction of the ball spin. This is the only game on the market that allows players to play as or against Tiger Woods and other pro golfers such as Annika Sorenstam, Vijay Singh, Natalie Gulbis and Retief Goosen. Players are pulled into a virtual round of golf as they are surrounded by stunning 3D graphics, dynamic camera angles and true-to-life sounds as well as play-by-play commentary throughout the game. With *Tiger Woods PGA TOUR*, players can escape and play a round of golf anytime, anywhere.

#### ***Need for Speed Undercover***

The highly anticipated, #1 racing franchise *Need for Speed Undercover* comes to iPhone/iPod touch. This action-packed, intense racing experience features 20 of the world's hottest cars including the Porsche Carrera GT, and Lamborghini Gallardo - all of which you can make your own with aftermarket spoilers, multiple wheel options, body kits and a variety of paint schemes. It is no surprise that EA Mobile took full advantage of the unique features these devices offer, allowing users to corner and drift at 150mph+ with precisely-tuned tilt control steering and Nitrous Boost and Speedbreaker activation with the swipe of a finger. Unique to racing games, players are drawn into a storyline as they accomplish over 20 covert missions lead by Maggie Q via full motion cinematics offering hours of gameplay. The attention to detail in this game provides an immersive experience including sweeping camera angles, realistic 3D cars and environments, intense impact-crash sound effects, ambient street noise, and destructible objects. This is one of the must-have games of the summer.

*Tiger Woods PGA TOUR* and *Need for Speed Undercover* are currently available worldwide from Apple's App Store on iPhone and iPod touch or at [www.itunes.com/appstore](http://www.itunes.com/appstore). For information on pricing for all EA Mobile games, visit [www.eamobile.com](http://www.eamobile.com). Additional EA Mobile iPhone and iPod touch titles available include: *TRIVIAL PURSUIT* and *Lemonade Tycoon*, joining previously released *Spore*(TM) *Origins*, *SimCity*(TM), *SCRABBLE*, *Tetris*(R), *MONOPOLY Here & Now: The World Edition*, *YAHTZEE Adventures* and *Sudoku*.

To follow EA Mobile on Twitter please visit <http://twitter.com/eamobile>.

#### **About EA Mobile**

EA Mobile(TM) 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, Tiger Woods PGA TOUR, and FIFA Soccer. 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](http://www.eamobile.com).

## **About Electronic Arts**

Electronic Arts Inc. (EA), headquartered in Redwood City, California, a leading global interactive entertainment software company. Founded in 1982, the Company develops, publishes, and distributes interactive software worldwide for video game systems, personal computers, wireless devices and the Internet. Electronic Arts markets its products under four brand names: EA SPORTS™, EA™, EA SPORTS Freestyle™ and POGO™. In fiscal 2009, EA posted GAAP net revenue of \$4.2 billion and had 31 titles that sold more than one million copies. EA's homepage and online game site is [www.ea.com](http://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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