



EA Revolutionizes Sports Gaming with Ground-Breaking Tiger Woods PGA TOUR(R) Online

Authentic Golf Simulation Streamed Directly to Your Browser

REDWOOD CITY, Calif., May 29, 2009 (BUSINESS WIRE) -- Electronic Arts Inc., (NASDAQ: ERTS) announced today that EA Tiburon, the development studio of the best-selling* golf simulation Tiger Woods PGA TOUR(R) franchise, is introducing an innovative and ground-breaking new product - *Tiger Woods PGA TOUR(R) Online*. Available this fall, *Tiger Woods PGA TOUR Online* is an authentic golf simulation experience that is dynamically streamed to a web browser and requires no game installation, no disc, and no additional peripherals. This game is easily accessible and available anywhere, via a web browser and an internet connection.

"*Tiger Woods PGA TOUR Online* is for anyone who loves golf and is on-the-go," said Executive Producer Mike Taramykin. "Whether you have ten minutes on your PC in the office, or hours on your Mac at home, this is a golf game that makes time for you. With *Tiger Woods PGA TOUR Online*, golf lovers can satisfy their golf fix anytime."

Stuck at the airport waiting for a flight? If you have an internet connection, just open up your computer and fire up *Tiger Woods PGA TOUR Online*! The game is literally just a click away and has high resolution 3D graphics, delivers a feature rich experience and will be regularly updated with new features.

At launch, *Tiger Woods PGA TOUR Online* will include several world class championship courses, such as Pebble Beach, TPC Sawgrass and St. Andrews, while additional new courses will be available on a regular basis. In addition, a fully stocked schedule of tournaments and multiple community features, allowing fans to connect and compete with friends, makes *Tiger Woods PGA TOUR Online* a community for all golf fans. This community will help shape the game's evolution, including features such as new course additions, pro shop items, and even tournament conditions.

Your time is at a premium and *Tiger Woods PGA TOUR Online* is designed to work around your schedule - suspend play and resume from the exact same point at a later time. *Tiger Woods PGA TOUR Online* will be the most accessible and feature-rich golf video game experience available on any personal computer.

Tiger Woods PGA TOUR Online will be offered through a multi-tiered subscription in fall of 2009.

For more information about *Tiger Woods PGA TOUR Online*, go to www.tigerwoodsonline.com and for *Tiger Woods PGA TOUR Online* assets, go to www.info.ea.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 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 Mobile(TM) 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. 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.

Photos/Multimedia Gallery Available: <http://www.businesswire.com/cgi-bin/mmg.cgi?eid=5975266&lang=en>

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