



EA's Tiger Woods PGA TOUR 10 Tees It Up and Ships Today

Play Alongside the 2009 U.S. Open Actual Leaderboard with EA SPORTS Live Tournaments

REDWOOD CITY, Calif., Jun 08, 2009 (BUSINESS WIRE) -- Electronic Arts Inc., (NASDAQ: ERTS) announced today that *Tiger Woods PGA TOUR(R) 10* has shipped in North America. *Tiger Woods PGA TOUR 10* brings to life the spectacle and drama of tournament golf, featuring highly innovative online modes, an all-new character progression mode called Tournament Challenge where you can recreate golf history, and a true sports motion experience on the Wii(TM), along with a host of other exciting enhancements.

"We are extremely thrilled to present *Tiger Woods PGA TOUR 10* to gamers and golf fans alike and we feel that the game really delivers an inside-the-ropes experience for everyone," said Executive Producer Mike Taramykin. "Thanks to our new and exciting relationship with the USGA and with the 2009 U.S. Open at Bethpage Black just around the corner, players will get the opportunity to see how their online virtual scores match-up against the real-life live leaderboard in our all-new EA SPORTS Live Tournaments feature."

Tiger Woods PGA TOUR 10 on the Wii supports the all-new Wii MotionPlus(TM) accessory, which brings an authentic sports motion to your golf swing; including the ability to naturally draw and fade. In addition, *Tiger Woods PGA TOUR 10* features a family-fun, Wii-specific mode called Disc Golf - a new way to play all of the championship courses featured in the game. *Tiger Woods PGA TOUR 10* on the Wii will be sold as a standalone at MSRP of \$49.99 or bundled with the Wii MotionPlus peripheral for MSRP of \$59.99.

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.

For Tiger Woods PGA TOUR 10 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.

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™, EA SPORTS™, EA Mobile™ 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.

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.

SOURCE: Electronic Arts Inc.

Electronic Arts Inc.
Katherine Coulthart, 407-386-4812
Sr. Publicist
kcoulthart@ea.com
or
Rob Semsey, 407-386-5337
Sr. PR Manager
rsemsey@ea.com

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