



EA SPORTS Provides Golf Enthusiasts with Competitive Edge On and Off the Course with Tee Shot Live iPhone Application

***iPhone Application Allows Users to Track Real-Life Golf Performance and Free Website Enables Sharing of Critical Golf Information and Community Engagement
Tee Shot Live Available for Only 99 Cents During First Week***

REDWOOD CITY, Calif., Oct 02, 2009 (BUSINESS WIRE) -- Moving from the virtual links to a real-life golf course near you, Electronic Arts Inc. (NASDAQ: ERTS) announced today the launch of *Tee Shot Live*, an interactive application for the iPhone (TM) that allows users to track their real-life golf performance, attain round-changing golf course information and share information with fellow golf enthusiasts and friends from around the world. *Tee Shot Live* will be available for a special introductory price of only 99 cents during the first week that the product is in the marketplace and following the promotional period can be purchased for \$9.99 from Apple's App Store on iPhone and iPod touch(R) or at www.itunes.com/appstore/.

"Golfers are always looking for an advantage to enhance their game and this innovative application provides them with all the tools and information they need to succeed and share their accomplishments with others," said Executive Producer Mike Taramykin. "*Tee Shot Live* is another example of how EA SPORTS is working to infuse our franchise expertise and technological innovations and applying it to real-life environments that enhance the way that people see and experience their favorite sports."

Tee Shot Live provides a number of unique features that will allow golfers to gain a competitive edge over the competition. Users can discover and upload from more than 9,000 real-life community-maintained golf courses, track their individual scores, and calculate handicaps. Whether they are hitting from the forest or in the middle of the fairway, users will also be able view their location anywhere on the golf course through *Tee Shot Live's* GPS system, which utilizes information from Google Maps to display each shot's location. Along with critical equipment and shot history information that allows golfers to better assess shot distance and the correct club, users will feel as if they have a personal caddy at their fingertips for every shot.

Off the golf course, users will be able to access the EA SPORTS(TM) *Tee Shot Live* website that will allow them to store and share statistics and scorecards, organize custom groups and events, create virtual tournaments and upload, review and compare various equipment and gear with their friends and the community. The EA SPORTS *Tee Shot Live* website is available at www.teeshotlive.ea.com.

Tee Shot Live represents the latest addition to EA SPORTS expanding golf portfolio that aims to satisfy golf fans' growing passion for the sport across a variety of different environments - either on the golf course (*Tee Shot Live*), at home with their console (*Tiger Woods PGA TOUR(R) 10*) or beginning this Fall, at the office on a PC or Mac (*Tiger Woods PGA TOUR Online*).

For *Tee Shot Live* 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 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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