



Tiger Woods PGA TOUR Online Open Beta Highlights Strong EA Sports Golf Portfolio for 2010

Tiger Woods PGA TOUR 11 to Ship This June

REDWOOD CITY, Calif., Jan 21, 2010 (BUSINESS WIRE) -- Electronic Arts Inc., (NASDAQ:ERTS) announced today the upcoming product lineup for the Tiger Woods PGA TOUR(R) franchise, which includes the launch of *Tiger Woods PGA TOUR (R) Online* open beta and *Tiger Woods PGA TOUR(R) 11* on multiple consoles this June.

Golf enthusiasts globally can now get a free* preview of *Tiger Woods PGA TOUR Online* and invite others via Facebook(R) to join the open beta. *Tiger Woods PGA TOUR Online*, developed by EA Tiburon, is the most accessible, authentic and feature-rich golf video game experience available through a web browser, with no game installation, no disc, and no additional peripherals required. In addition, *Tiger Woods PGA TOUR 11* will be available on the Wii(TM), Xbox 360(R), PlayStation(R)3 and iPhone(TM) platforms.

"During beta testing we've already seen tremendous participation and enthusiasm from golf fans around the world for *Tiger Woods PGA TOUR Online*," said Executive Producer Mike Tarmykin. "We're looking forward to offering all players the opportunity to preview the game for free* in the coming weeks. Also, during open beta gamers can invite others to play via Facebook and we continue to encourage the community to help to drive the game's evolution and development."

Since May, EA SPORTS has invited players to participate in four closed beta tests and consumers have showed overwhelming interest and support for the offering. During this time, more than 500,000 rounds of golf have been played.

During the free preview open beta starting today, players will also be able to enjoy the following new features:

- **Facebook Connect-** *Tiger Woods PGA TOUR Online* connects to Facebook, allowing players to invite their friends to become fans, thus earning additional in-game experience. Players are also able to publish their accomplishments to Facebook.
- **Golfer Progression-** Players will begin their career as a beginner and by earning experience points, will climb the ranks toward becoming a golf legend.
- **The Cut Line** - As an extra challenge, each day a target score will appear that becomes the goal for each golfer. If the user meets, or scores under the target, additional in-game experience is rewarded.
- **Fans, Favorites & Sponsorships-** Each player will be able to acquire fans within *Tiger Woods PGA TOUR Online*. The more fans a player has, the more experience points are rewarded. Sponsor your friends and earn in-game money if they make the Cut Line.
- **Realistic Wind** - Experience dynamic wind that calculates the direction and speed throughout the round, making the game more realistic and challenging.
- **Pro Shop** - Purchase upgraded equipment with in-game earnings to help improve your customized golfer and impress friends.

Tiger Woods PGA TOUR Online will be offered through a multi-tiered subscription in early 2010. Since 1986, EA has produced immersive golf experiences that give casual and hardcore gamers the ability to hit the links via an authentic gameplay experience. Since the launch of *Tiger Woods PGA TOUR 99* the franchise has sold more than 25 million units worldwide**. The critically acclaimed *Tiger Woods PGA TOUR 10* on the Wii currently ranks as the 12th highest rated Wii game of all-time on Metacritic. *Tiger Woods PGA TOUR 11* will launch this June on the Wii, Xbox 360, PlayStation 3 and iPhone platforms.

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 one of the leading sports entertainment brands in the world, with top-selling videogame franchises, award-winning interactive technology, global videogame competitions and breakthrough digital experiences. EA SPORTS delivers personal access to the emotion of sports through industry-leading sports simulation videogames, including *Madden NFL* football, *FIFA Soccer*, *NHL(R)* hockey, *NBA LIVE* basketball, *NCAA(R) Football* and *NCAA Basketball*, *Fight Night* boxing and *Tiger Woods PGA TOUR(R)* golf, while *EA SPORTS Active Personal Trainer* for the Wii is the most critically acclaimed product available for interactive fitness.

For more information about EA SPORTS, including news, video, blogs, forums, fantasy leagues and game communities, please visit www.easports.com to connect, share and compete.

* Internet connection, registration and acceptance of an open Beta Agreement required. Must be over 18 to participate.

** Based on totals from NPD data and EU-based retail tracking services, including internal EA sales 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 PGA TOUR

The PGA TOUR is the world's premier membership organization for touring professional golfers, co-sanctioning more than 100 tournaments on the PGA TOUR, Champions Tour and Nationwide Tour.

The PGA TOUR's mission is to entertain and inspire its fans, deliver substantial value to its partners, create outlets for volunteers to give back, generate significant charitable and economic impact in communities in which it plays, and provide financial opportunities for TOUR players.

In 2010, the three Tours collectively have tournaments in 34 states and in 12 countries outside of the U.S. PGA TOUR tournaments are broadcast to nearly 600 million households in 231 countries and 30 languages.

Virtually all tournaments are organized as nonprofit organizations in order to maximize charitable giving. In 2009, tournaments on the three Tours generated nearly \$109 million for local charitable organizations, bringing the TOUR's all-time total of charitable contributions to nearly \$1.5 billion.

The PGA TOUR's web site is PGATOUR.COM, the No. 1 site in golf, and the company is headquartered in Ponte Vedra Beach, FL.

Photos/Multimedia Gallery Available: <http://www.businesswire.com/cgi-bin/mmg.cgi?eid=6149889&lang=en>

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