



## EA's Tiger Woods PGA TOUR 11 in Stores Today

### *Welcome to Team Golf*

REDWOOD CITY, Calif., Jun 08, 2010 (BUSINESS WIRE) -- [Electronic Arts Inc.](#), (NASDAQ:ERTS) announced today that [Tiger Woods PGA TOUR\(R\) 11](#) has shipped in North America. Players can fight for honor and their country in the all-new Ryder Cup Challenge at the Twenty Ten Course at Celtic Manor Resort; the course of the 2010 Ryder Cup. For the first time in franchise history, create your own team and take on the world in Online Team Play - featuring up to 12 versus 12 players on Xbox LIVE and PlayStation Network. The *Tiger Woods PGA TOUR* franchise continues its innovation legacy in motion control with its support of the all-new PlayStation(R) Move controller, while the Wii(TM) version features an authentic way to hit the links with True View - via a first person camera in *Tiger Woods PGA TOUR 11*.

The Ryder Cup brings together the best American and European golfers in a team competition format and is considered to be one of the last great sporting events to be founded on prestige rather than prize money. Choose from the U.S. or European squad and participate in various competition formats: foursomes, where players hit alternate shots, fourballs and singles which traditionally bring the biennial event to a close with players going head-to-head. When playing The Ryder Cup mode offline, enjoy the flexibility of swapping to any match, thus providing the ultimate control over your team's success.

"With the Ryder Cup just a few months away, we wanted to give fans an early taste of what it would be like to participate in a team style tournament with *Tiger Woods PGA TOUR 11*," said Executive Producer Nick Wlodyka. "Golf fans will now have the ability to experience the nationalism and team pride that comes along with playing in the Ryder Cup first-hand."

*Tiger Woods PGA TOUR 11* on the Wii brings the links to the living room with two all-new enhanced swing mechanics utilizing the Wii MotionPlus(TM) accessory. The Advanced Plus swing mechanic will read rotation and swing angle, while the Tour Pro swing mechanic assesses rotation, swing plane and point of contact - creating a one-to-one authentic sports motion experience. Players can then take their newly developed golf skills online and engage in team play matches or hit links with online disc golf featuring all 28 in-game courses. Take a break from the fairways and enjoy the fun with the all-new Mini-Golf mode on one of four original and unique miniature golf courses.

*Tiger Woods PGA TOUR 11* will be the first EA SPORTS title to launch with Online Pass, a one-time use registration code with each Xbox 360 and PS3 copy sold new at retail which allows access to online services and features - including Daily, Weekly and Live Tournaments; Online Multiplayer Modes such as Online Team Play, Stroke play, Skins, Best Ball and Head-to-Head Play; and EA SPORTS GamerNet - as well as a bonus advanced driver used on the PGA TOUR for play in-game.

Developed in Orlando, Fla., by EA Tiburon, *Tiger Woods PGA TOUR 11* is available on the Xbox 360(R) video game and entertainment system, PlayStation 3 computer entertainment systems, Wii(TM) and iPhone(TM).

To see additional information regarding *Tiger Woods PGA TOUR 11*, log on to [www.tigerwoodspgatour.easports.com](http://www.tigerwoodspgatour.easports.com).

For *Tiger Woods PGA TOUR 11* assets, go to: <http://press.ea.com/release.asp?i=1337>

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For more information about EA SPORTS, including news, video, blogs, forums and game apps, please visit [www.easports.com](http://www.easports.com) to connect, share and compete.

\*Available only on Xbox 360 and PlayStation3. Internet connection and EA account required.

## 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(TM), EA(TM), EA Mobile(TM) and POGO(TM). In fiscal 2010, EA posted GAAP net revenue of \$3.7 billion and had 27 titles that sold more than one million units. 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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## About the 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](http://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=6319813&lang=en>

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