



Tiger Woods PGA TOUR® Experiences Largest First Week Sales in Franchise History

Growth Seen Across All Platforms Including Console, Digital and Mobile

REDWOOD CITY, Calif.--(BUSINESS WIRE)-- Electronic Arts Inc., (NASDAQ:ERTS) announced today that *Tiger Woods PGA TOUR* generated its largest first week at retail in the franchise's 14-year history (March 29 — April 5), primarily driven by *Tiger Woods PGA TOUR® 12: The Masters*. Based on internal estimates, [Tiger Woods PGA TOUR® 12: The Masters](#) sold through approximately 225,000 units and outperformed previous week-one record sales (*Tiger Woods PGA TOUR® 08* in 2007) by 17 percent in North America. Furthermore, year over year, week one console digital revenue for the franchise is estimated to have increased over 200 percent. Additionally, *Tiger Woods PGA TOUR® 12* on iPhone® and iPad™ was the #1 top grossing sport game application on iTunes® the day it launched and throughout week one*.

"We expected fans to be excited about the Masters and for sales to be up significantly. We're pleased that they are," said Peter Moore, President of EA SPORTS. "*Tiger Woods PGA TOUR 12: The Masters* has earned rave reviews, and fans have played nearly two million rounds at Augusta National Golf Club during the first two weeks."

Critics and fans have applauded the level of authenticity and realism of Augusta National Golf Club in the game, thanks to a new laser scanning technology that replicated the historic course to within six millimeters. SI.com said "each hole is rendered perfectly down to the last azalea and the course plays as tough as it looks on TV" and rated it 9.5 out of 10, while *Golfweek* stated, "the attention to detail and the new features make it tough to imagine it can get much better than here" and rated the game 9 out of 10.

Tiger Woods PGA TOUR® 12: The Masters has reached a series of gameplay milestones since its launch on March 29, including:

- More than 7 million games played on all courses.
- On consoles, fans played the equivalent of 2,515 PGA TOUR seasons in online tournaments.
- Over 184 million golf shots taken, 1.5 million achievements and trophies unlocked and 12 million course mastery objectives completed.

In addition to the opportunity to play Augusta National Golf Club, *Tiger Woods PGA TOUR® 12: The Masters* offers a series of enhanced and innovative features, including a completely revamped career mode, all-new caddie system, fresh broadcast presentation and the opportunity to relive each of Tiger's four wins at the Masters in the "Tiger at the Masters" mode. Fans can play as or against more than 20 professional golfers, including new additions Zach Johnson (2007 Masters champion), Rickie Fowler (2010 PGA TOUR Rookie of the Year) and Bubba Watson (2011 Farmers Insurance Open champion). In addition to Augusta National Golf Club and its Par 3 course, *Tiger Woods PGA TOUR® 12: The Masters* features 14 of the world's most celebrated courses, including TPC Sawgrass, Royal Melbourne Golf Club (Australia), St. Andrews Links, and Pebble Beach Golf Links. Augusta National Golf Club, its Par 3 course and 19 courses are included in the *Tiger Woods PGA TOUR 12 Collector's Edition*, developed exclusively for PlayStation 3 while 25 courses are featured on the Wii.

Tiger Woods PGA TOUR® 12: The Masters is developed in Orlando, Fla., by EA Tiburon and retails for \$59.99 on Xbox 360® videogame and entertainment system, the PlayStation®3 computer entertainment system, and \$49.99 on Wii™ *Tiger Woods PGA TOUR® 12 Collector's Edition*, exclusive for PlayStation®3, is available for \$69.99. *Tiger Woods PGA TOUR® 12* is available for \$6.99 on the iPhone and \$9.99 on the iPad®. A FREE version of *Tiger Woods PGA TOUR® 12* is also available for the iPhone and iPod touch®. This version gives players full functionality to the "Closest to the Pin" Facebook Challenge, and also lets them play three holes on the famous TPC Sawgrass course.

* *Tiger Woods PGA TOUR® 12* for iPhone and iPad does not include the Masters Tournament or Augusta National Golf Club.

For more information about *Tiger Woods PGA TOUR® 12: The Masters*, visit <http://www.easports.com/golf> or follow the game on Twitter at www.twitter.com/EASPORTS_Tiger and Facebook at www.facebook.com/TigerWoodsPGATOUR.

For in-game assets, go to www.info.ea.com.

EA SPORTS 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*® hockey, *NBA ELITE* basketball, *NCAA*® Football, *Fight Night* boxing, *EA SPORTS MMA*, *Tiger Woods PGA TOUR*® golf, and *EA SPORTS Active*.

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™, and POGO™. In fiscal 2010, EA posted GAAP net revenue of \$1.7 billion and had 27 titles that sold more than one million units. 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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