



## Create Shots Like The Pros in Tiger Woods PGA TOUR® 13 and Tiger Woods PGA TOUR® 13: The Masters Collector's Edition

*New Swing Mechanic and Kinect for Xbox 360 Integration Among Array of Features Connecting Fans with Their Personal Swing for a Fully Immersive Golf Experience*

REDWOOD CITY, Calif.--(BUSINESS WIRE)-- Electronic Arts Inc., (NASDAQ: EA) announced today that the world's number one selling golf video game franchise will return with an array of exciting new features, including Kinect for Xbox 360 integration, an opportunity to experience Tiger's golf legacy, online and social features, as well as a Collector's Edition providing even greater access to the Masters Tournament and Augusta National Golf Club. *Tiger Woods PGA TOUR 13* and *Tiger Woods PGA TOUR® 13: The Masters Collector's Edition*, marks the 22<sup>nd</sup> season for the EA SPORTS golf simulation video game franchise and will go on sale in North America on March 27 and worldwide on March 30, and be made available on the Xbox 360® video game and entertainment system from Microsoft and PlayStation®3 computer entertainment system.

With the most comprehensive swing mechanic revamp in over a decade, *Tiger Woods PGA TOUR 13* will provide fans unprecedented control over their swing tempo, ball position and stance, allowing players to replicate countless swing combinations used by real-world PGA TOUR players. Coupled with complete integration with Kinect for Xbox 360, including voice-enabled controls, *Tiger Woods PGA TOUR 13* lessens the gap between the real world and virtual golf course experience.

"Our fans asked us to deliver a new level of fidelity and authenticity to *Tiger Woods PGA TOUR 13* and our team delivered with the ability to literally choose millions of shot combinations through our new swing mechanic," said Mike Taramykin, vice president and general manager of Tiger Woods PGA TOUR. "Fans will now be able to experience unparalleled control on the virtual golf course."

"As the first of the EA SPORTS titles to feature Kinect for Xbox 360 integration in 2012, the controller-free and voice-enabled *Tiger Woods PGA Tour 13* experience will bring a whole new level of fun to fans worldwide," said George Peckham, general manager, Global Publishing Group at Microsoft. "We look forward to continuing to work closely with EA SPORTS to deliver the most immersive and engaging sports gaming experiences, only on Xbox 360."

In addition to Kinect for Xbox 360 integration, EA SPORTS is providing fans with a fully immersive golf experience through all-new features such as Online Country Clubs, the chance to relive Tiger Woods' memorable golf career accomplishments and the return of the pre-eminent tournament in all of golf — the Masters.

*Tiger Woods PGA TOUR 13* and *The Masters Collector's Edition* include a number of features and enhancements that will make golfers feel as if they're on the course, such as:

- **Total Swing Control** — Taking its most significant leap forward in swing mechanics in over a decade, *Tiger Woods PGA TOUR 13* revolutionizes the virtual golf swing. Golfers will take full control over their swing with all-new tempo, swing plane and shot power controls along with an adjustable shot setup, allowing players to address the ball in a number of ways to create limitless shot types with just one club.
- **22 Licensed Professional Golfers** — Fans can take to the course with any one of 22 PGA TOUR golfers in *Tiger Woods PGA TOUR 13*, including Tiger Woods, 2011 US Open Champion Rory McIlroy, 2010 PGA TOUR Rookie of the Year Rickie Fowler and *Tiger Woods PGA TOUR 13* US cover art finalist Bubba Watson. More details about the new golfers in *Tiger Woods PGA TOUR 13* will be revealed during the week of January 16.
- **Kinect for Xbox 360 Integration** — *Tiger Woods PGA TOUR 13* will be the first-ever Kinect for Xbox 360 sports simulation title, tracking full body movements to create the most advanced and authentic swing to date on the virtual golf course. Controller-free and voice-enabled controls provides for a unique, never-before-seen sports gaming experience. More details will be revealed about Kinect for Xbox 360 integration the week of January 24.
- **PlayStation Move Integration** — Improve your game with the true-to-life golf swing created for the PlayStation Move. Fans will once again be able to experience the authentic golf swing created by the PlayStation Move, allowing golfers to emulate their swing style as they drive the ball down the fairway or sink a 30-foot putt.
- **Experience Tiger's Golf Legacy** — Relive first-hand Tiger Woods' most memorable golf accomplishments as he rises

from a child prodigy to golfing legend. More details will be revealed about the Tiger golf legacy feature the week of February 6.

- **Online Country Clubs** — In *Tiger Woods PGA TOUR 13*, gamers will be able to invite friends to join their own exclusive country club and team up to gain quicker access to downloadable golf courses or compete against other club members for the coveted Club Championship. More details will be revealed about Online Country Clubs the week of February 20.
- **The Masters Collector's Edition Exclusives** — The Collector's Edition provides fans with the ultimate Masters experience. Fans that purchase the Collector's Edition will receive all of the features in the standard edition game, as well as exclusive access to Augusta National Golf Club's Tournament practice facility, Augusta National's famous Par 3 Course, an authentic Green Jacket Presentation and a chance to explore the hallowed grounds like never before.

The Collector's Edition also comes packed with five additional championship courses in addition to the standard edition, allowing players to experience 21 of the world's greatest golfing destinations.

More details will be revealed about features exclusive to *The Masters Collector's Edition* during the week of March 6.

*Tiger Woods PGA TOUR 13* is developed in Orlando, Fla., by EA Tiburon and will retail for \$59.99 and *Tiger Woods PGA TOUR 13: The Masters Collector's Edition* will be available for \$69.99 on Xbox 360® and PlayStation®3.

*Tiger Woods PGA TOUR 13* and *Tiger Woods PGA TOUR 13: The Masters Collector's Edition* will be participating in the EA SPORTS™ Season Ticket program. Season Ticket subscribers will be provided full digital access to *Tiger Woods PGA TOUR 13* and *Tiger Woods PGA TOUR 13: The Masters Collector's Edition* three days before retail launch.

Over the past two decades, EA SPORTS has introduced a series of immersive and authentic golf experiences across a variety of game platforms that has helped expand the popularity of the sport amongst fans. The EA SPORTS golf product portfolio includes the award-winning *Tiger Woods PGA TOUR* franchise, [Tiger Woods PGA TOUR Online](#) and EA SPORTS PGA TOUR® Golf Challenge for Facebook.

*Tiger Woods PGA TOUR® 12: The Masters* was recently chosen by Kotaku as the 2011 Sports Game of the Year and was a finalist for the Spike VGA's Best Individual Sports Game category.

To see additional information regarding *Tiger Woods PGA TOUR 13* and *Tiger Woods PGA TOUR 13: The Masters Collector's Edition* log on to [www.easports.com/golf](http://www.easports.com/golf). For in-game assets, go to [www.info.ea.com](http://www.info.ea.com). For more regular exclusive updates regarding Tiger Woods PGA TOUR, become a fan of the Tiger Woods PGA TOUR Facebook page at [www.facebook.com/tigerwoodspgatour](http://www.facebook.com/tigerwoodspgatour) or follow on Twitter at @easports\_tiger.

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 JAM basketball, NCAA® Football, Fight Night boxing, EA SPORTS MMA, Tiger Woods PGA TOUR® golf, and EA SPORTS Active. 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.

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## About Electronic Arts

Electronic Arts (NASDAQ:EA) is a global leader in digital interactive entertainment. The Company's game franchises are offered as both packaged goods products and online services delivered through Internet-connected consoles, personal computers, mobile phones and tablets. EA has more than 100 million registered players and operates in 75 countries.

In fiscal 2011, EA posted GAAP net revenue of \$3.6 billion. Headquartered in Redwood City, California, EA is recognized for critically acclaimed, high-quality blockbuster franchises such as The Sims™, Madden NFL, FIFA Soccer, Need for Speed™, Battlefield, and Mass Effect™. More information about EA is available [at http://info.ea.com](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 nearly 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.

PGA TOUR tournaments are broadcast to approximately 500 million households in 224 countries and territories in 29 languages. Virtually all tournaments are organized as non-profit organizations in order to maximize charitable giving. In 2011, tournaments on the three Tours generated more than \$118 million for local charitable organizations, bringing the TOUR's all-time total of charitable contributions to more than \$1.7 billion.

The PGA TOUR's web site is [PGATOUR.COM](http://PGATOUR.COM), the No. 1 site in golf, and the organization is headquartered in Ponte Vedra Beach, FL.

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