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Tiger Woods PGA Tour 14 Gameplay Enhancements to Deliver On-The-Course Authenticity

Simulation mode, retro equipment and custom swings just a sample of the major changes for this year's game

REDWOOD CITY, Calif.--(BUSINESS WIRE)-- Electronic Arts Inc., (NASDAQ: EA) announced that *Tiger Woods PGA TOUR 14* will feature a host of community-driven gameplay enhancements that will significantly change the in-game experience and how players approach a round on the links. From swing styles and greater ball control to era-specific equipment and true ball physics, *Tiger Woods PGA TOUR 14* continues to elevate the authenticity of the franchise and blur the lines between real life and virtual golf.

- **Go back in time** and experience golf through the various eras, starting in the late 1800s through present day. As users advance through the timeline, they will see and feel the true ball physics and equipment representative of each era. In the early eras, ball spin and trajectory are slower and lower in comparison to how the ball reacts to today's equipment. Fans will be able to hit the links with retro golf clubs, such as Mashies, Brassies, Baffing Spoons, Jiggers and Niblicks. Pairing the old equipment with the true-to-life ball physics from those early years gives golf fans an authentic gameplay representation of what it was like to play a round in those eras.
- **Presentation** elements in *Tiger Woods PGA TOUR 14* have been completely revamped to put players right into the action and emotion of a PGA TOUR broadcast. The first thing users will see is new situation-specific data, scoring and a broadcast presentation package that emulates a tournament-like television experience. Additionally, statistics will surface throughout each round, letting you track your performance against the rest of the field in a variety of categories such as, driving distance, putts per hole and birdies. This year, *Tiger Woods PGA TOUR 14* will feature over 3,300 camera shots, including overhead, close-up and green-side angles in addition to many others. Even the look and feel of *Tiger Woods PGA TOUR 14* will shift alongside its real-life majors as players will also see the leaderboards that are distinct and synonymous with the Masters Tournament, U.S. Open, The Open Championship and the PGA Championship.
- **Twenty four unique golfer swing styles** are available this year, enabling players to customize gameplay to the next level. Users can tailor the career mode golfer by selecting power versus control, fade versus draw, trajectory and handedness. Players now have the opportunity to choose whether they want to be a power-draw hitter like Dustin Johnson or swing like Luke Donald who has pin point accuracy off the tee. Each pro golfer in *Tiger Woods PGA TOUR 14* has their own authentic swing style.
- This year's game features a new enhanced **Strike Meter** which enables gamers to hit the ball with consistency out of any lie with a properly executed stroke. The Strike Meter introduces a left to right movement to simulate scenarios players would face in real life, such as side hill lies which demand an altered reach, to create an authentic ball striking experience in any given situation.
- A fifth difficulty setting has been added to *Tiger Woods PGA TOUR 14* this year. **Simulation difficulty** was designed for those players who want to experience what the PGA TOUR pros face each week. In Simulation difficulty, the swing meter, green grid, zoom to aim, along with other aids are turned off. This mode is the truest test of skill for the hardcore fans. With this difficulty setting, users can implement the new advanced shot shaping feature to work the ball and attack courses with creativity, just like the pros and Legends.

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

The *Tiger Woods PGA TOUR* franchise is developed in Orlando, Florida by EA Tiburon. For more information and exclusive updates regarding *Tiger Woods PGA TOUR*, become a fan of the *Tiger Woods PGA TOUR* Facebook page at or follow on Twitter at @EASPORTSGOLF.

EA SPORTS is one of the leading sports entertainment brands in the world, with top-selling video game franchises, award-winning interactive technology, fan programs and cross-platform digital experiences. EA SPORTS creates connected experiences that ignite the emotion of sports through industry-leading sports videogames, including *Madden NFL* football, *FIFA Soccer*, *NHL* hockey, *NBA LIVE* basketball, *NCAA* Football, *Tiger Woods PGA TOUR* golf, *SSX*™ a n d *Fight Night* boxing.

About Electronic Arts

Electronic Arts (NASDAQ: EA) is a global leader in digital interactive entertainment. The Company delivers games, content and online services for Internet-connected consoles, personal computers, mobile phones, tablets and social networks. EA has more than 275 million registered players and operates in 75 countries.

In fiscal 2012, EA posted GAAP net revenue of \$4.1 billion. Headquartered in Redwood City, California, EA is recognized for a portfolio of critically acclaimed, high-quality blockbuster brands such as The Sims™, Madden NFL, FIFA Soccer, Need for Speed™, Battlefield™ and Mass Effect™. More information about EA is available <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, Web.com Tour, PGA TOUR Latinoamérica and PGA TOUR Canada.

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.

Including the U.S., PGA TOUR tournaments are broadcast to approximately 944 million households in 225 countries and territories in 32 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 \$121 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, the No. 1 site in golf, and the organization is headquartered in Ponte Vedra Beach, FL.

Electronic Arts Inc.
Katherine Coulthart, 407-386-4812
Communications Manager
kcoulthart@ea.com
Michael Yaeger, 407-386-4094
Communications Director
myaeger@ea.com

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