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EA SPORTS PGA TOUR King of the Course Launches on Mobile Platforms

New Experience Combines Fast-Paced Challenges with Real PGA TOUR Players and Courses

REDWOOD CITY, Calif.--(BUSINESS WIRE)-- Today [Electronic Arts Inc.](#) (NASDAQ: EA) officially launched *EA SPORTS™ PGA TOUR® King of the Course* for mobile devices. The free-to-play game offers a fresh and unique blend of arcade-style gameplay with real PGA TOUR pros and courses, as players strive to become the King of the Course. *EA SPORTS PGA TOUR King of the Course* is available for download now on the [App Store](#) and [Google Play](#).

EA SPORTS PGA TOUR King of the Course offers up extremely fun swipe-swing and swipe shot-shaping controls that brings an intuitive feel to golf on your mobile device. The game offers lightning-fast, enjoyable challenges that allow players to get a quick golf fix whenever they like. In one level you may be attempting to precisely place a shot on the famous and tricky island green at the 17th hole of TPC Sawgrass, while in the next you could be facing off against a PGA TOUR pro such as Bubba Watson or Ian Poulter in a boss battle at St. Andrews. Players have a chance to even the odds on tough challenges, as you can utilize boosts like a magnet that pulls the ball toward the pin or increase the size of the hole to make it easier to drain putts or hole-out from the fairway. All this is wrapped in a fully-integrated social experience that allows friends to compete with one another to win crowns and become the true King of the Course.

EA SPORTS PGA TOUR King of the Course is available now for iPhone®, iPad®, iPod touch® and Android devices.

EA, EA SPORTS is one of the leading sports entertainment brands in the world, with top-selling videogame 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, *EA SPORTS™ FIFA*, *NHL®* hockey, *NBA LIVE* basketball, *PGA TOUR®* golf, *S S X™* and *EA SPORTS UFC®*.

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

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 and tablets. EA has more than 300 million registered players around the world.

In fiscal year 2014, EA posted GAAP net revenue of \$3.6 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*, *EA SPORTS™ FIFA*, *Battlefield™*, *Dragon Age™* and *Plants vs. Zombies™*. More information about EA is available at www.ea.com/news.

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Photos/Multimedia Gallery Available: <http://www.businesswire.com/multimedia/home/20140610005648/en/>

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