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## It's Tee Time for EA SPORTS Rory McIlroy PGA TOUR

*Players to Experience Golf Without Limits in EA's Return to the Links*

REDWOOD CITY, Calif.--(BUSINESS WIRE)-- [Electronic Arts Inc.](#) (NASDAQ:EA) today launched *EA SPORTS™ Rory McIlroy PGA TOUR®* for Xbox One®, the all-in-one games and entertainment system from Microsoft and PlayStation®4 computer entertainment system. The power of Frostbite™ 3, as well as customizable gameplay styles and numerous ways to play all combine to truly deliver Golf Without Limits.

This Smart News Release features multimedia. View the full release here:  
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"This is a really proud day for our team, and we're so happy fans can finally play *EA SPORTS Rory McIlroy PGA TOUR* for themselves," said executive producer Brent Nielsen. "We think everyone's going to find something about this game to love, plus we're looking forward to delivering free content post-launch to everyone who picks up the game."

Frostbite 3 allows for full courses to be rendered at once, completely eliminating hole-to-hole load times and shaving off up to 15 minutes per round. It also offers the most detailed courses and golfers ever, breathing life into every shot. Full course loading means the removal of artificial out of bounds rules, and for the first time ever the full course is in play on any given shot. Was that drive you sprayed onto an adjacent fairway a bad shot, or merely a clever shortcut to get to a different look at the green? Resourceful golfers may be able to find whole new ways to shoot record-setting rounds, if only they know where to look.

*EA SPORTS Rory McIlroy PGA TOUR* also delivers three different ways to play, all of which are fully customizable so that players can create the ideal next-gen golf experience. In addition, multiple game modes, including TOUR PRO Career, daily and weekly online\* tournaments and an all-new way to play with the Night Club Challenge. It's everything you need to play what you want, how you want, where you want.

*EA SPORTS Rory McIlroy PGA TOUR* is developed in Orlando, Florida by EA Tiburon and is now available for the Xbox One and PlayStation 4 consoles for \$59.99. This title has been rated E for everyone by the ESRB.

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 videogames, including *Madden NFL* football, *EA SPORTS™ FIFA*, *NHL®* hockey, *NBA LIVE* basketball, *Rory McIlroy PGA TOUR®* golf, *SSX™* and *EA SPORTS UFC®*.

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.

\* Internet connection and Origin account required. Must be 13+ to create an account.

### 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 2015, EA posted GAAP net revenue of \$4.5 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](http://www.ea.com/news).

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## **About PGA TOUR**

The PGA TOUR is the world's premier membership organization for touring professional golfers, co-sanctioning more than 130 tournaments on the PGA TOUR, Champions Tour, [Web.com](#) Tour, PGA TOUR Latinoamérica, Mackenzie Tour-PGA TOUR Canada and PGA TOUR China.

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 the communities in which it plays, and provide financial opportunities for TOUR players.

Worldwide, PGA TOUR tournaments are broadcast to more than 1 billion 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 2014, tournaments across all Tours generated a record \$140.5 million for local and national charitable organizations, after surpassing \$2 billion in all-time charitable contributions early in the year.

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.

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