



## Lead Your Team to Glory! Tiger Woods PGA TOUR 11 to Feature Ryder Cup

### ***Tiger Woods PGA TOUR 11 to Support PlayStation 3 Motion Controller***

REDWOOD CITY, Calif., Mar 09, 2010 (BUSINESS WIRE) -- Electronic Arts Inc., (NASDAQ:ERTS) announced today that one of the most prestigious tournaments in golf, The Ryder Cup, will be featured in *Tiger Woods PGA TOUR(R) 11*. In addition, *Tiger Woods PGA TOUR 11* will support Sony's new PlayStation 3 Motion Controller to give gamers an authentic interactive swing experience. The game will be available on June 8 on the Wii(TM), Xbox 360(R), PlayStation(R)3 and iPhone(TM) platforms.

Gamers will select a team and square off to try and bring home The Ryder Cup for their squad in *Tiger Woods PGA TOUR 11* on all console platforms. The Ryder Cup is one of the last great sporting events to be founded in prestige rather than prize money. Choose from the U.S. or European squad and participate in the various competition formats - foursomes where players hit alternate shots, fourballs and singles which traditionally bring the biennial event to a close with players going head to head. When playing The Ryder Cup mode offline, gamers will have the option to swap matches, thus giving you the ultimate control over the outcomes of other matches.

The Ryder Cup, a competition hosted by Ryder Cup Europe LLP and the PGA of America, brings together the best American and European golfers in a team competition format, and the cover of *Tiger Woods PGA TOUR 11* is a direct reflection of the tournament - as Tiger Woods denotes the U.S. team and Rory McIlroy represents the Europeans. McIlroy, hailing from Northern Ireland and currently ranked 9<sup>th</sup> according to the Official World Golf Rankings, has posted several impressive showings early in his professional golfing career. Last year, McIlroy had five top 10 PGA TOUR finishes including a third-place tie in the 2009 PGA Championship and made the cut in all four majors. As an amateur, McIlroy also has a strong history in team play events, which include appearances in the Junior Ryder Cup and Walker Cup.

"This is a huge honor for me to be on the cover with Tiger Woods as I grew up idolizing Tiger," said McIlroy. "The Ryder Cup has always been my favorite sporting event and the tournament is being played at The Celtic Manor Resort in Wales in 2010. Also, I'm hopeful to have an opportunity to represent the European team later in the year - it's all very special."

Not only will players have the ability to participate in team play but they will now be able to take a team online\* via the Xbox 360 and PlayStation 3. A first for the franchise, this all-new mode will allow up to 24 players to compete head-to-head as members of team. Team members can also talk strategy with their teammates over Xbox LIVE or PlayStation Network.

*Tiger Woods PGA TOUR 11* on the Wii brings the links to your living room with two all-new enhanced swing mechanics while using the Wii MotionPlus(TM). The Advanced Plus swing difficulty will read rotation and swing angle while the Tour Pro swing mechanic assesses rotation, swing plane and point of contact. The Tour Pro swing features an innovative first-person camera angle from the tee box to the putting green called True View. True View creates the most immersive and authentic golf experience in any video game - you are no longer watching the golfer, you are the golfer!

Since 1986, EA has produced immersive golf experiences that give fans the ability to hit the links via an authentic gameplay experience. Since the launch of *Tiger Woods PGA TOUR 99* the franchise has sold more than 25 million units worldwide\*\*. The critically acclaimed *Tiger Woods PGA TOUR 10* on the Wii was a finalist for IGN.com's 2009 Sports Game of the Year.

For *Tiger Woods PGA TOUR 11* assets, go to [www.info.ea.com](http://www.info.ea.com).

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to connect, share and compete.

\* Internet connection and EA account required.

\*\* Based on totals from NPD data and EU-based retail tracking services, including internal EA sales data.

### **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(TM) and POGO™. In fiscal 2009, EA posted GAAP net revenue of \$4.2 billion and had 31 titles that sold more than one million copies. EA's homepage and online game site is [www.ea.com](http://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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### **About 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 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.

In 2010, the three Tours collectively have tournaments in 34 states and in 12 countries outside of the U.S. PGA TOUR tournaments are broadcast to nearly 600 million households in 231 countries and 30 languages.

Virtually all tournaments are organized as nonprofit organizations in order to maximize charitable giving. In 2009, tournaments on the three Tours generated nearly \$109 million for local charitable organizations, bringing the TOUR's all-time total of charitable contributions to nearly \$1.5 billion.

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

Photos/Multimedia Gallery Available: <http://www.businesswire.com/cgi-bin/mmg.cgi?eid=6208226&lang=en>

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