



## Step up to the Tee and Customize Your Swing! Tiger Woods PGA TOUR 13 and Tiger Woods PGA TOUR 13: The Masters Collector's Edition in Stores Now

*Kinect for Xbox 360 Integration Puts Your Authentic Swing into the Game*

REDWOOD CITY, Calif.--(BUSINESS WIRE)-- Electronic Arts Inc., (NASDAQ: EA) announced today that *Tiger Woods PGA TOUR® 13* and *Tiger Woods PGA TOUR® 13: The Masters Collector's Edition* have shipped in North America and will be available worldwide starting on March 30. Both games are packed with an array of new features, including the most comprehensive swing mechanic revamp in more than a decade, allowing players to customize their shots and execute more than 62 million combinations. Additional new features include Kinect for Xbox 360 integration, making the franchise the first ever voice-enabled and controller-free sports simulation, an all-new Tiger Legacy Challenge mode that allows players to relive Tiger's most memorable golf achievements and an online and social feature that allows fans, for the first time ever, to connect, compete and collect in-game rewards with their friends.

According to Official Xbox Magazine, *Tiger Woods PGA TOUR 13* features "the most significant changes to the long-running golf sim". The game is available on the Xbox 360® videogame and entertainment system and the PlayStation®3 computer entertainment system.

"We focused on making *Tiger Woods PGA TOUR 13* the most immersive golf experience ever. Fans have the opportunity to chase and win one of sport's most highly coveted accomplishments, the Green Jacket, play with or against friends with our online Country Clubs mode and incorporate their authentic swing in the game with Kinect integration," said Mike Taramykin, vice president and general manager of Tiger Woods PGA TOUR. "*Tiger Woods PGA TOUR 13* is the total package."

Tiger Legacy Challenge celebrates Tiger's greatest golf moments from child prodigy to golfing legend. The mode features 10 different eras where gamers can relive Tiger's days as a toddler playing golf in his childhood backyard, his domination of junior and amateur events, his remarkable Tiger Slam in 2000-2001, his 14 major championship wins and much more.

In addition to all the content available in *Tiger Woods PGA TOUR 13*, the Collector's Edition provides gamers with the most comprehensive Masters Tournament experience ever. It features exclusive access to Augusta National Golf Club's Tournament Practice Facility, its famous Par 3 Course, an authentic Green Jacket Presentation, five additional courses and the ability to explore the hallowed grounds like never before — all of which has been authentically replicated down to millimeters of the actual course.

*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.

Over the past two decades, EA SPORTS has introduced a series of immersive and authentic golf experiences across a variety of game platforms. 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.

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](https://twitter.com/easports_tiger).

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, *FIFA Soccer*, *NHL®* hockey, *NBA LIVE* basketball, *NCAA® Football*, *Tiger Woods PGA TOUR®* golf, *SSX*, and *Fight Night* boxing. For more information about EA SPORTS, including news, video, blogs, forums and game apps, please visit [www.easports.com](http://www.easports.com).

For more information about EA SPORTS, including news, video, blogs, forums and game communities, please visit [www.easports.com](http://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'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 <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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