

YOU vs TIGER



Keep it simple, Steve. Remember to keep the back leg fully weighted.



Nice. See that there is more width at this point compared to the old swing?



Perfect shot. Just put this in your muscle memory, and remember to remember.



Your heart will pound. Your hands will sweat. Your mind will race. That's what it's like to play golf with Tiger.



All-new dual analog swing.



All-new dual analog putting.



TIGER WOODS



Internet Connection required. Online play requires Internet Connection, Network Adaptor (for PlayStation 2) and Memory Card (8MB) (for PlayStation 2) (each sold separately). The Online icon is a trademark of Sony Computer Entertainment America Inc. Not all features available on all platforms. See back of respective product packs for details. Available on PlayStation® 2 computer entertainment system, PSP™ portable entertainment system.
© 2005 Electronic Arts Inc. Electronic Arts, EA, EA SPORTS and the EA SPORTS logo are trademarks or registered trademarks of Electronic Arts Inc. in the U.S. and/or other countries. All rights reserved. The mark "TIGERWOODS" and the TW Logo are trademarks of ETW Corp. and may not be used in whole or in part, without the prior written consent of ETW Corp. The name, likeness and other attributes of Tiger Woods reproduced on this product are trademarks, copyrighted designs and/or other forms of intellectual property that are the exclusive property of ETW Corp. or Tiger Woods and may not be used, in whole or in part, without the prior written consent of ETW Corp. or Tiger Woods. PGA TOUR, PGA TOUR and Swinging Gopher design are trademarks of PGA TOUR, INC. and used by permission. Kapalua Plantation is a trademark of Kapalua. © 2005 Kapalua. All rights reserved. "PlayStation" and the "PS" Family logo are registered trademarks and PSP is a trademark of SCEI. Microsoft, Xbox, Xbox Live, the Live Logos and the Xbox Logos are either registered trademarks or trademarks of Microsoft Corporation in the United States and/or other countries. TM, ®, and Nintendo GameCube are trademarks of Nintendo. © 2001 Nintendo. All other trademarks are the property of their respective owners. EA SPORTS™ is an Electronic Arts™ brand.

Wieden+Kennedy

PUBS
BLEED: 17.25x11.25"
TRIM: 17x11"
SAFETY: .5"

AB
Rachel Shapiro
PHOTO/ILLUS
COLOR
Jim Perry
COUNTRY/OFFICE
USA-Portland

SA
Justin Hawkins
PM
Stacy Grogan
SM
Joe Faure
AE
Mandish Flanagan

AD
Aaron Allen
CW
Michael Illick
CD
Steve Luker
ECD
Dan Wieden

JOB NUMBER
TITLE
CLIENT
EA
FILENAME
Dan Wieden

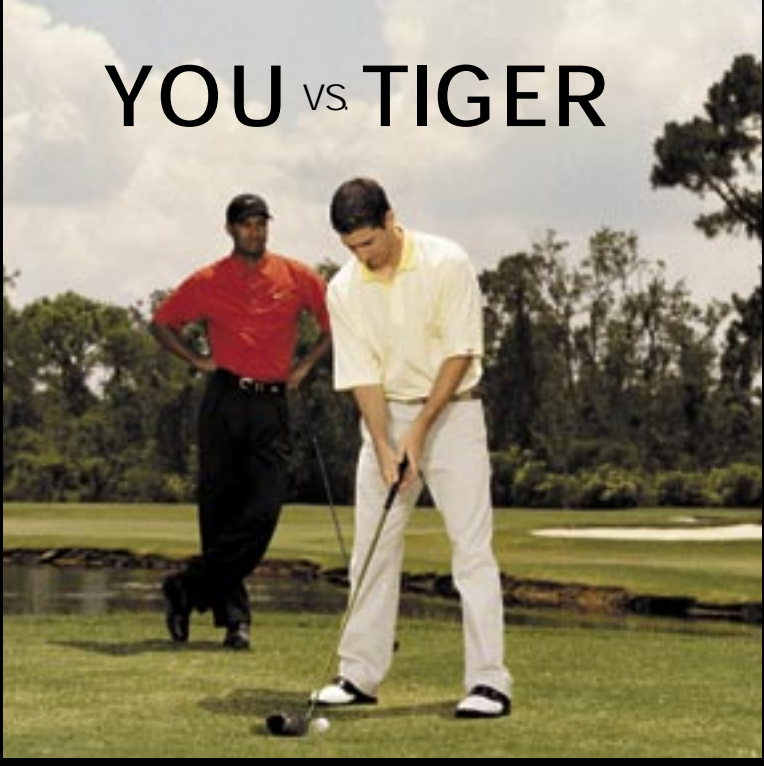
Trim: 8.5"

Safety: .25"

Trim: 8.5"

Safety: .25"

YOU vs TIGER



1. Keep it simple, Steve. Remember to keep the back leg fully weighted.



2. Nice. See that there is more width at this point compared to the old swing?



3. Perfect shot. Just put this in your muscle memory, and remember to remember.



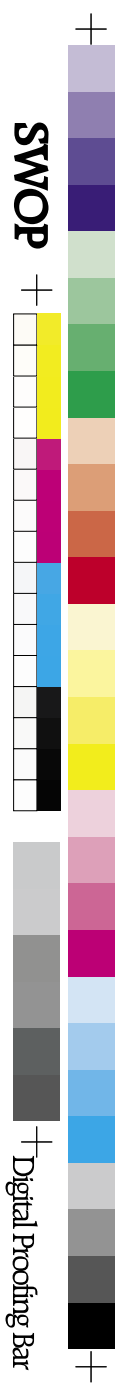
Your heart will pound. Your hands will sweat. Your mind will race. That's what it's like to play golf with Tiger.



All-new dual analog swing.



All-new dual analog putting.



Wieden + Kennedy

PUBS
BLEED: 17.25"x11.25"
TRIM: 17"x11"
SAFETY: .5"

AB Rachel Shapiro
PHOTO/ILLUS
COLOR Jim Perry
COUNTRY/OFFICE USA-Portland

SA Justin Hawkins
PM Stacy Grogan
SM Joe Favre
AE Mariah Flanagan

AD Aaron Allen
CW Michael Illick
CD Steve Luker
ECD Dan Wieden

TIGER WOODS



Internet Connection required. Online play requires Internet Connection, Network Adaptor (for PlayStation 2) and Memory Card (8MB) (for PlayStation 2) (each sold separately). The Online icon is a trademark of Sony Computer Entertainment America Inc. Not all features available on all platforms. See back of respective product packs for details. Available on PlayStation® 2 computer entertainment system PSP™ portable entertainment system.
© 2005 Electronic Arts Inc. Electronic Arts, EA, EA SPORTS and the EA SPORTS logo are trademarks or registered trademarks of Electronic Arts Inc. in the U.S. and/or other countries. All rights reserved. The mark "TIGERWOODS" and the TW Logo are trademarks of ETW Corp. and may not be used, in whole or in part, without the prior written consent of ETW Corp. The name, likeness and other attributes of Tiger Woods reproduced on this product are trademarks, copyrighted designs and/or other forms of intellectual property that are the exclusive property of ETW Corp. or Tiger Woods and may not be used, in whole or in part, without the prior written consent of ETW Corp. or Tiger Woods. PGA TOUR, PGA TOUR and Swinging Golfer design are trademarks of PGA TOUR, INC. and used by permission. Kapalua Plantation is a trademark of Kapalua. © 2005 Kapalua. All rights reserved. "PlayStation" and the "PS" Family logo are registered trademarks and PSP is a trademark of SCEI. Microsoft, Xbox, Xbox Live, the Live Logos and the Xbox Logos are either registered trademarks or trademarks of Microsoft Corporation in the United States and/or other countries.™, ®, and Nintendo GameCube are trademarks of Nintendo. © 2001 Nintendo. All other trademarks are the property of their respective owners. EA SPORTS™ is an Electronic Arts™ brand.

JOB NUMBER
TITLE
CLIENT
EA
FILENAME