



Activision Publishing and Eutechnyx Announce NASCAR® The Game™: Inside Line

America's Number One Motorsport Returns to Consoles This Fall

SANTA MONICA, Calif., May 17, 2012 /PRNewswire/ -- Hop in the driver's seat, buckle up and start your engines because Activision Publishing, Inc. a wholly owned subsidiary of Activision Blizzard Inc. (Nasdaq: ATVI) and leading independent racing game developer Eutechnyx are pleased to announce **NASCAR® The Game™: Inside Line**. Bringing the true NASCAR experience to consoles, the game will allow players to race with the top NASCAR Sprint Cup Series drivers, teams and cars, as well as feature all 23 officially licensed racetracks. **NASCAR The Game: Inside Line** is planned to launch Fall 2012 for the Xbox 360® video game and entertainment system from Microsoft, the PlayStation®3 computer entertainment system and the Wii™ system from Nintendo.

"We set out to reinvent NASCAR gaming last year with *NASCAR® The Game™ 2014* and we're very proud of it. With our continued enhancements to that game, and our very passionate fans helping guide us, we have an amazing platform to go to the next level with **NASCAR The Game: Inside Line**," said Dave Thompson, Executive Producer at Eutechnyx. "We've added a new in-depth career mode and robust online features that include realistic race weekends, and now aspiring drivers can rise up through the ranks, attract sponsors, and upgrade their car's components in the quest to be the Sprint Cup Series Champion."

"The collaboration between Activision and Eutechnyx produced last year's hugely successful NASCAR game experience," said David Oxford, Executive Vice President, Activision Publishing. "**NASCAR The Game: Inside Line** builds on that platform and adds a number of innovative, cutting edge features that will give fans and gamers alike the chance to participate in the sport like never before."

Blake Davidson, Vice President of Licensing & Consumer Products at NASCAR and board member of NASCAR Team Properties, said, "The way Eutechnyx has integrated themselves into the sport has been amazing. From the fans to the teams, to NASCAR itself and now with our broadcast partners, they have been channeling that into something that evolves our NASCAR games into revolutionary interactive entertainment. We think the fans will really enjoy all of the new features Eutechnyx has incorporated into the latest game."

For more info on **NASCAR The Game: Inside Line**, visit the game's Web site located at www.NASCARthegame.com, or follow along on Twitter (@NASCARTheGame) and Facebook ([facebook.com/NASCARthegame](https://www.facebook.com/NASCARthegame)). This game is not yet rated by the ESRB.

About Eutechnyx

Eutechnyx is the world's leading independent racing game developer. With a history spanning over 24 years, the studio has won numerous awards for its million-plus selling titles and garnered exceptional acclaim in the business sector. As well as its headquarters in the Gateshead (UK), the company has studios in Hong Kong, Chengdu (China), Charlotte (USA) and a publishing office in London (UK). For more information, please visit press.eutechnyx.com.

About NASCAR

The National Association for Stock Car Auto Racing, Inc. (NASCAR) is the sanctioning body for one of North America's premier sports. NASCAR races are broadcast in more than 150 countries and in 20 languages. In the U.S., races are broadcast on FOX, TNT, ABC/ESPN/ESPN2, SPEED and SiriusXM Satellite Radio. NASCAR fans are among the most brand-loyal in all of sports, and as a result more Fortune 100 companies participate in NASCAR than any other sport. NASCAR consists of three national series (the NASCAR Sprint Cup Series, NASCAR Nationwide Series, and NASCAR Camping World Truck Series), four regional series, and one local grassroots series, as well as two international series. Also part of NASCAR is Grand-Am Road Racing, known for its competition on road courses with multiple classes of cars. NASCAR sanctions more than 1,200 races at 100 tracks in more than 30 U.S. states, Canada and Mexico. Based in Daytona Beach, Fla., NASCAR has offices in eight cities across North America. The next NASCAR Sprint Cup Series race, Sprint All-Star Race at Charlotte Motor Speedway, will air May 19 on SPEED Channel at 7p.m. ET. For more information and a complete schedule, visit www.nascar.com. Follow NASCAR on www.facebook.com/NASCAR or on Twitter: @NASCAR.

About Activision Publishing, Inc.

Headquartered in Santa Monica, California, Activision Publishing, Inc. is a leading worldwide developer, publisher and distributor of interactive entertainment and leisure products.

Activision maintains operations in the U.S., Canada, the United Kingdom, France, Germany, Ireland, Italy, Sweden, Spain, Norway, Denmark, the Netherlands, Australia, South Korea, China and the region of Taiwan. More information about Activision and its products can be found on the company's website, www.activision.com.

Cautionary Note Regarding Forward-looking Statements: Information in this press release that involves Activision Publishing's expectations, plans, intentions or strategies regarding the future, including statements about the expected release date of NASCAR the Game: Inside Line are forward-looking statements that are not facts and involve a number of risks and uncertainties. Factors that could cause Activision Publishing's actual future results to differ materially from those expressed in the forward-looking statements set forth in this release include unanticipated product delays and other factors identified in the risk factors sections of Activision Blizzard's most recent annual report on Form 10-K and any subsequent quarterly reports on Form 10-Q. The forward-looking statements in this release are based upon information available to Activision Publishing and Activision Blizzard as of the date of this release, and neither Activision Publishing nor Activision Blizzard assumes any obligation to update any such forward-looking statements. Forward-looking statements believed to be true when made may ultimately prove to be incorrect. These statements are not guarantees of the future performance of Activision Publishing or Activision Blizzard and are subject to risks, uncertainties and other factors, some of which are beyond its control and may cause actual results to differ materially from current expectations.

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