



Activision and Eutechnyx Announce NASCAR The Game 2011, the Electrifying Racing Experience Fans Have Been Waiting for

SANTA MONICA, Calif., Sept 30, 2010 /PRNewswire via COMTEX News Network/ -- Activision Publishing, Inc. (Nasdaq: ATVI) and leading independent developer Eutechnyx today announced the February 2011 release of *NASCAR The Game 2011* for Xbox 360(R) video game and entertainment system from Microsoft, PlayStation(R)3 computer entertainment system, and Wii (TM). With a fresh infusion of real world detail and blistering racing action, *NASCAR The Game 2011* completely redefines what fans can expect from a NASCAR racing game.

NASCAR The Game 2011 has been built from the ground up to make a thoroughly new experience. The team started by speaking with the people who know NASCAR best - the fans - and took that insight to the teams, drivers and officials to completely embrace what makes NASCAR America's #1 motorsport.

Players can choose to play as themselves or as one of the sport's real-world drivers as they battle it out for the NASCAR Sprint Cup Series Championship. Each pro driver has the AI characteristics of his or her real world counterpart, setting the stage for intense rivalries played out on the track. Damage is meticulously detailed and multi-car wrecks are the most extreme ever experienced in an officially licensed racing game. From the 22 real world tracks to full pit stop strategy action, *NASCAR The Game 2011* captures the real atmosphere, sense of speed and spectacle that embodies NASCAR. Players can even feel the thrill of a win with the interactive celebration mode.

The game also includes in-depth multiplayer modes which allow up to 16 players to battle it out for the win online. In both online and offline races, players earn NASCAR experience points which help unlock rewards such as decal packs or special car designs, as well as career sponsorships and special races throughout career mode. Everything you do on the track counts!

"While NASCAR has enjoyed a rich history in video games, we really wanted to take the next generation of NASCAR games to a new level," said Blake Davidson, Managing Director of Licensed Products at NASCAR. "By partnering directly with Eutechnyx, the leading driving game developer in the business, to create *NASCAR The Game 2011*, we are convinced NASCAR fans and gamers alike will be blown away by the result. With Activision as the publishing partner, we have the perfect combination to set the bar for all future NASCAR titles."

"The NASCAR videogame fanbase has been underserved for a long time and we're bringing them something very special," says David Oxford, Activision Publishing. Ed Martin, Executive Vice President at Eutechnyx, adds, "It was crucial to take a fresh look at what makes the sport so popular. We're working very closely with NASCAR, the drivers, the teams, the tracks and the sponsors to get all the minute details right, and give this game the polish and push the fans deserve."

Tune in to NASCAR RaceDay on SPEED at 10am EDT Sunday October 3 for world premiere of the first official *NASCAR The Game 2011* trailer. *NASCAR The Game 2011* is slated for a February 2011 release. The game is not yet rated by the ESRB. For more information visit www.NASCARTheGame.com or follow the game on Twitter @NASCARTheGame or on Facebook.

About Eutechnyx

Eutechnyx is the world's leading independent racing game developer. With a history spanning over 23 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 UK, the company has studios in Hong Kong, Chengdu, Charlotte and Pittsburgh. For more information, please visit www.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 is the No. 1 spectator sport - with more of the top 20 highest attended sporting events in the U.S. than any other sport, and is the No. 2 rated regular-season sport on television. NASCAR races are broadcast in more than 150 countries and in 20 languages. NASCAR fans are the most brand loyal in all of sports, and as a result more Fortune 500 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 New York, Los Angeles, Charlotte (N.C.), Concord (N.C.), Conover (N.C.), Bentonville (Ark.), Mexico City, and Toronto.

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.

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