



Feel the Exhilaration of America's Number One Motorsport With NASCAR® The Game™ 2011

Activision and Eutechnyx Revolutionize NASCAR Gameplay with an Unrivalled Sense of Speed and Unprecedented Wreck Physics

SANTA MONICA, Calif., March 29, 2011 /PRNewswire/ -- NASCAR racing is back in the hands of the fans with the release of **NASCAR The Game 2011**. Activision Publishing, Inc (Nasdaq: ATVI) and leading independent developer Eutechnyx today announced the release of **NASCAR The Game 2011** for the Xbox 360® video game and entertainment system from Microsoft and PlayStation®3 computer entertainment system. **NASCAR The Game 2011** captures the thrill and spectacle of NASCAR with a complete field of 43 cars and drivers, 23 authentic tracks, full damage modeling, realistic wrecks, pit stops and truly authentic details from pre-race flyovers to victory spinouts.

Players now have full access to renowned NASCAR drivers like Dale Earnhardt Jr., Denny Hamlin, Joey Logano, Mark Martin, Danica Patrick, Tony Stewart and 2011 Daytona 500 champion Trevor Bayne. Fans also have the ability to create their own driver, embarking on a career that will gain sponsors, endorsements, friends and foes. The driving style of each driver has been meticulously recreated and the game factors in point standings, past encounters and team affiliations as players progress through to the NASCAR Sprint Cup Series Championship.

On the track, rivalries flare as players draft, bump and rub at incredible speeds. Additionally, high impact crashes, collisions and debris must be navigated with split second decisions to achieve glory at the checkered flag. There is also split screen two player action and 16-player online racing* for the ultimate challenge against friends. Customizable options and settings make **NASCAR The Game 2011** the most accessible racing game available for fans of every skill level.

"This game embodies the spirit of our sport, along with the intensity and pure excitement of racing upwards of 200 mph. Aside from being on the track, this gameplay is the best way for fans to get an unprecedented, realistic NASCAR experience," commented Blake Davison, vice president, licensing and consumer products at NASCAR.

"We've been able to incorporate awesome NASCAR elements that will help rookies and pros alike make every race a high-octane adventure," said Ed Martin, Executive Vice President at Eutechnyx. David Oxford, Executive Vice President at Activision Publishing, added, "Any motorsports enthusiast or fan of racing games will thoroughly enjoy **NASCAR The Game 2011** — the speed, rush, tension, excitement and energy of the sport is an experience unlike any other."

Exclusive GoDaddy.com paint schemes and garage signage have been integrated and are available by retrieving unlock codes at GoDaddy.com/Danica or GoDaddy.com/Mark. A partnership with Sprint brings enhanced game replays, a special unlockable Sprint decal pack and even Miss Sprint Cup into the game. Additional game content, video and special features can be found at GoDaddy.com and on Sprint NASCAR's mobile app and website.

NASCAR The Game 2011 is available now on Xbox 360 and PlayStation®3 system for \$59.99 MSRP and on the Wii™ System from Nintendo later this Spring for \$49.99 MSRP. It is rated E for Everyone by the ESRB. For more information visit www.NASCARTheGame.com or follow the game on Twitter @NASCARTheGame or on Facebook.

** Online available on Xbox 360 and PlayStation®3 system only*

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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