



## Activision Goes Full Throttle With NASCAR® Unleashed™

### Arcade Racers Barrel off the Track and onto the Open Road in an All-New Driving Adventure

SANTA MONICA, Calif., Sept. 1, 2011 /PRNewswire/ -- Hot on the (w)heels of *NASCAR The Game™ 201* Activision Publishing, Inc. (Nasdaq: ATVI) announced today **NASCAR® Unleashed**, the newest entry in the NASCAR branded racing series that delivers the fastest and most exciting gameplay yet. Available this fall for Xbox 360® video game and entertainment system from Microsoft, PlayStation®3 computer entertainment system, the Wii™ from Nintendo and the Nintendo 3DS™, **NASCAR Unleashed** will allow players to take their racer "to the streets" by driving on AND off some of NASCAR's most famous tracks in this stylistically souped-up arcade racing competition.

After picking a turbo-charged race machine from 15 of NASCAR's biggest names, including NASCAR Sprint Cup series drivers Kyle Busch, Dale Earnhardt, Jr., Jeff Gordon, and Joey Logano, players are transported into a fast-paced, special effect laden thrill ride. In game NASCAR tracks include: Daytona International Speedway®, Chicagoland Speedway®, Homestead-Miami Speedway(SM), Martinsville Speedway® and Talladega Superspeedway®. Best of all, racers can break free from the oval as they explode onto the pavements, beaches and off-roads of the surrounding cities. For NASCAR fanatics and those new to the sport, the thrill is in discovering the joys of a completely unchained stock car experience. See the sights, feel the salty ocean breeze and blast past the lofty skyscrapers.

"NASCAR has been tremendous in that they've given us the flexibility to design different kinds of racing games for their vast audience," said David Oxford, Executive Vice President of Activision Publishing. "We really wanted to make something electrifying for all NASCAR fans, not just the hardcore. **NASCAR Unleashed** gives players a new style of speed and excitement, without sacrificing accessibility."

**NASCAR Unleashed** was made possible through an agreement between Activision and NASCAR Team Properties, which was formed in 2010 and is an industry-managed organization representing the sanctioning body and nearly all NASCAR teams for the sport's licensed merchandise business. In June of 2011, NASCAR Team Properties was recognized as "Best Sports Program of the Year" by the International Licensing Industry and Merchandisers' Association, edging out some of the biggest brands in all of sports.

"**NASCAR Unleashed** is a wild and imaginative experience with few real world boundaries," said Blake Davidson, vice president of licensing & consumer products at NASCAR and board member of NASCAR Team Properties. "By integrating NASCAR into a high octane, blindingly fast, home racing experience, we can deliver an entirely unique style of racing that will captivate players and help introduce our sport to new fans."

The gameplay has no limits and lax physics rules, as the key is bumping and grinding opponents out of the lead to seize the top spot. Mastering popular NASCAR techniques like drafting and sling-shooting earn drivers 'Boost' power-ups to pull out in front and pass the checkered flag first. Throughout, an easy to read, arcade style Heads-Up-Display will inform gearheads of their race position, current speed, achievements and unlocks. Slick audio and visuals keep the game a pick up and play affair that is perfectly suited for young gamers. The end result is a breathtaking, arcade racer experience like no other.

**NASCAR Unleashed** will be available this holiday season on Xbox 360, PlayStation®3 system, Wii and the Nintendo 3DS. The game is rated E for Everyone by the ESRB. For more information, please visit [www.Activision.com](http://www.Activision.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, the Irwin Tools Night Race in Bristol, Tenn., will air Aug., 27 on ABC at 7:00 p.m. ET. For more information and a complete schedule, visit [www.nascar.com](http://www.nascar.com). Follow NASCAR on [www.facebook.com/NASCAR](http://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](http://www.activision.com).

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