



Start Your Engines As Activision Publishing's NASCAR® The Game™: Inside Line Races Into Stores Today

MINNEAPOLIS, Nov. 6, 2012 /PRNewswire/ -- America's number one motorsport video game is back and better than ever as Activision Publishing, Inc., a wholly owned subsidiary of Activision Blizzard, Inc. (Nasdaq: [ATVI](#)) today announced that **NASCAR® The Game™: Inside Line** available now at retail outlets nationwide on the Xbox 360® video game and entertainment system from Microsoft, the PlayStation®3 computer entertainment system and the Wii™ system from Nintendo. Created by leading independent game developer Eutechnyx, **NASCAR The Game: Inside Line** delivers the most authentic, fast-paced racing experience yet, putting players behind the wheel of the world's most powerful stock cars, and comes fuelled with more content than ever before.

NASCAR The Game: Inside Line gives fans the true NASCAR experience, featuring over 40 of NASCAR's top drivers and teams, including Dale Earnhardt Jr., Jeff Gordon and Danica Patrick, as they vie for the Sprint Cup Series Championship on 23 officially licensed tracks from Daytona to Sonoma. For the first time ever, using telemetry data from the past two seasons, players will have the chance to relive and rewrite historic NASCAR moments in over a dozen different scenarios. Fans can also purchase the *NASCAR The Game Inside Line Pack*, which will offer new downloadable content and challenges throughout the 2013 season. With re-mastered camera options and driver animations, players will truly feel the rush of pushing their speedometers to the limit.

Featuring deep and rewarding gameplay, **NASCAR The Game: Inside Line** delivers an engrossing experience. Career Mode allows players to live the life of a NASCAR champion, competing for points across multiple seasons on the road to victory. Authentic race weekends offer players the chance to hone their skills in practice and qualifying races before every match. A massive set of customization options gives drivers total freedom over their vehicles, including paint schemes, performance upgrades and extensive under-the-hood fine-tuning for precise handling on each track. Keep the competition going with 'Season' and 'Race Now' modes, unique invitational events and an enhanced online multiplayer system, which hosts up to 16 players (on Xbox 360 and PlayStation®3 system only), as well as local split screen play. To bring it all together, commentary is provided courtesy of Fox Broadcasting's Darrell Waltrip and Mike Joy, while spotter Ty Norris and crew chief Ray Evernham are in the driver's ear offering helpful assistance.

NASCAR The Game: Inside Line is available now in North America for the Xbox 360 and PlayStation®3 system for a suggested retail price of \$59.99, and the Wii™ system for \$49.99. The game is rated E (Everyone) by the ESRB. For more information on **NASCAR The Game: Inside Line**, visit www.NASCARTheGame.com, or follow along on Twitter (@NASCARTheGame) and Facebook ([facebook.com/NASCARTheGame](https://www.facebook.com/NASCARTheGame)).

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 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 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, Kobalt Tools 500 at Phoenix International Raceway, will air November 11 on ESPN at 2p.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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