



## Activision's NASCAR® Unleashed™ Breaks Free From the Oval and Hits the Streets Today

### Arcade Racing Action for NASCAR Fans of All Ages

SANTA MONICA, Calif., Nov. 2, 2011 /PRNewswire/ -- Get ready to experience blindingly fast arcade speed and over-the-top racing action as Activision Publishing, Inc., a wholly owned subsidiary of Activision Blizzard, Inc. (Nasdaq: ATVI), expands on the success of the NASCAR videogame franchise with **NASCAR® Unleashed**. Now available for the Xbox 360® video game and entertainment system from Microsoft, PlayStation®3 computer entertainment system, the Wii™ from Nintendo and Nintendo 3DS™, **NASCAR Unleashed** has players breaking out of the oval tracks and onto the uneven pavement of city streets, idyllic countryside roads, pristine beachfront highways and more!

**NASCAR Unleashed** features 15 of NASCAR's biggest names, including NASCAR Sprint Cup series drivers Kyle Busch, Dale Earnhardt, Jr., Jeff Gordon, and Joey Logano. Players will take the wheel of growling, turbo-charged racing machines that will unleash their stock car fury on defenseless city streets. Familiar NASCAR tracks just waiting to be ripped apart include: Daytona International Speedway®, Chicagoland Speedway®, Homestead-Miami Speedway(SM), Martinsville Speedway® and Talladega Superspeedway®. Lifelong NASCAR fans and those new to the sport will enjoy careening around the tracks before rocketing away from the grandstands to explore the wide open world, NASCAR style.

The gameplay features forgiving handling and virtually no rules, with the key being bashing and smashing opponents out of the way to earn the trophy. Drafting and power sliding around turns will be the most useful tools in a player's arsenal; but with loose mechanics they should be vigilant for cars flying overhead in wicked Hollywood style crashes. The wild "Rival" feature turns up the heat: players must compete not only with the other racers but with a given "Rival" who is gunning to knock them out of the lead and to the back of the pack. Distinct game modes available for play include single player championship, time trial challenges, quick races and action-packed split screen multiplayer.

**NASCAR Unleashed** is now available on Xbox 360, PlayStation®3 system, Wii and the Nintendo 3DS for \$39.99 MSP. The game is rated E for Everyone by the ESRB. **NASCAR Unleashed** will also be featured in the *Battle of the NASCAR Kids* event taking place the weekend of November 18 at the Sprint Cup Championship race in Homestead-Miami. For more information please visit [www.ActivisionUnleashed.com](http://www.ActivisionUnleashed.com) or join us on [facebook.com/NASCARUnleashed](https://www.facebook.com/NASCARUnleashed).

### 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 AAA Texas 500 in Fort Worth, Texas, will air Nov., 6 on ESPN at 3:00 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](https://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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**For Information, Contact:**

**Activision Publishing:**  
**Rob Fleischer**  
[rob@sandboxstrat.com](mailto:rob@sandboxstrat.com)  
**Tel: 212-213-2451 x 222**

**NASCAR:**  
**Nick Kelly**  
[nkelly@nascar.com](mailto:nkelly@nascar.com)  
**Tel: 704-348-9613**

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