



## EA Announces NASCAR Kart Racing -- the First and Only NASCAR Title Available for the Wii

### Experience the Thrill of Team Racing on and off the Track

REDWOOD CITY, Calif., Dec 04, 2008 (BUSINESS WIRE) --

Electronic Arts Inc. (NASDAQ:ERTS) announced today that *NASCAR(R) Kart Racing*, the first and only NASCAR racing title available for the Wii(TM), will ship to retailers in North America on February 10, 2009, just in time for the Daytona 500 and the official start of the 2009 NASCAR season. Designed exclusively for the Wii, *NASCAR Kart Racing* enables players to grab the steering wheel as a famed NASCAR Sprint Cup Series driver and speed through treacherous landscapes, wind around rocky cliffs, jump rivers and dodge falling boulders. Up to four players can go head-to-head, via split screen, in a mad dash to the checkered flag, making *NASCAR Kart Racing* an ideal game to play with family and friends.

Enjoy the thrill of racing as three-time consecutive Sprint Cup Series champion Jimmie Johnson or choose from 13 additional NASCAR Sprint Cup Series drivers. Players can also compete as one of 10 original animated characters. Each driver has personal attributes that will determine how the kart will perform on a course, so strategy is key when choosing a driver and a teammate. Teams that work together win championships!

#### Licensed NASCAR Drivers:

- Jeff Burton
- Kyle Busch
- Dale Earnhardt, Jr.
- Carl Edwards
- Jeff Gordon
- Denny Hamlin
- Kevin Harvick
- Jimmie Johnson
- Kasey Kahne
- Matt Kenseth
- Elliot Sadler
- Tony Stewart
- \*Two Unlockable Mystery Drivers\*

The courses in *NASCAR Kart Racing* feature a vast range of exhilarating terrain. Experience 24 entertaining race layouts that wrap through deserts, freeways, back roads, canyons, junkyards and more. Drivers will also push the pedal to the metal in areas surrounding four popular NASCAR tracks: Daytona International Speedway, Talladega Superspeedway, Dover International Speedway and Bristol Motor Speedway. Each track in *NASCAR Kart Racing* can be reversed to provide two unique racing experiences.

Your journey to become a champion in *NASCAR Kart Racing* begins by competing in 13 series against featured drivers from different racing backgrounds. Defeat the rivals of each series to unlock new courses, drivers, game modes and the next series. Beat all of the events at a track and you will receive a track sponsorship complete with billboards featuring your driver's face--an obvious statement to your family and friends that you are the top competitor. Race throughout the series, to earn the championship title that affords stunning trophies and the glory of being recognized as the ultimate NASCAR driver!

*NASCAR Kart Racing*, developed exclusively for the Wii(TM), will ship to retailers on February 10, 2009. The game has been rated E for Everyone by the ESRB with a descriptor for "Cartoon Mischief". For more information, please visit [www.easports.com/kart racing](http://www.easports.com/kart racing). For assets, please visit [www.info.ea.com](http://www.info.ea.com).

EA SPORTS(TM) is the leading interactive sports software brand in the world, with top-selling titles and franchises including *Madden NFL Football*, *FIFA Soccer*, *NHL(R)* hockey, *NBA LIVE* basketball, *NCAA(R)* Football, *Tiger Woods PGA TOUR(R)* and *NASCAR(R)* racing.

#### About Electronic Arts

Electronic Arts Inc. (EA), headquartered in Redwood City, California, is the world's leading interactive entertainment software company. Founded in 1982, the Company develops, publishes, and distributes interactive software worldwide for video game systems, personal computers, cellular handsets and the Internet. Electronic Arts markets its products under four brand names: EA SPORTS™, EA™, EA SPORTS Freestyle™ and POGO™. In fiscal 2008, EA posted GAAP net revenue of \$3.67 billion and had 27 titles that sold more than one million copies. EA's homepage and online game site is [www.ea.com](http://www.ea.com). More information about EA's products and full text of press releases can be found on the Internet at <http://info.ea.com>.

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## **About NASCAR**

The National Association for Stock Car Auto Racing, Inc. (NASCAR), celebrating 60 years in 2008, is the sanctioning body for one of North America's premier sports. NASCAR is the No. 1 spectator sport -- holding 17 of the top 20 highest attended sporting events in the U.S., and is the No. 2 rated regular-season sport on television. NASCAR races are broadcast in more than 150 countries and in more than 30 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 Craftsman Truck Series), four regional series, and one local grassroots series, as well as two international series. 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.

SOURCE: Electronic Arts Inc.

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