



NASCAR Kart Racing Speeds toward Retailers Throughout North America

First NASCAR Game for the Wii Ships to Stores in Time for the Start of the 2009 NASCAR Season

REDWOOD CITY, Calif., Feb 10, 2009 (BUSINESS WIRE) -- Electronic Arts Inc. (NASDAQ:ERTS) announced that *NASCAR(R) Kart Racing*, the first and only NASCAR racing title available for the Wii(TM), shipped to retailers in North America today with an MSRP of \$39.99. The game's release coincides with this weekend's Daytona 500 and the official start of the 2009 NASCAR season.

Designed exclusively for the Wii, *NASCAR Kart Racing* enables all players, from hardcore to casual, to experience NASCAR in a brand new way. 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.

Make a pit stop at your local retailer to pick up *NASCAR Kart Racing* and 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. Strategy is key when choosing a driver and a teammate, as each driver has personal attributes that will determine how the team will perform on a course. Teams that work together win championships!

Licensed NASCAR Drivers:

- Jeff Burton
- Jimmie Johnson
- Kyle Busch
- Kasey Kahne
- Dale Earnhardt, Jr.
- Matt Kenseth
- Carl Edwards
- Joey Logano (*Unlockable w/purchase at GameStop*)
- Jeff Gordon
- Elliott Sadler
- Denny Hamlin
- Tony Stewart
- Kevin Harvick
- **Unlockable Mystery Driver**

In addition to the 14 NASCAR Sprint Cup Series drivers, *NASCAR Kart Racing* players can take the wheel as one of 10 original animated characters known as "Outsiders". Hit the off-road courses or take these "Outsiders" for a spin around classic NASCAR tracks. Each "Outsider" hails from a racing background outside of NASCAR, providing a unique twist to the *NASCAR Kart Racing* experience.

"Outsiders"

- Billy Backfire
- "Shakes" McDaniel
- Bobby Backfire
- "Thriller" Tadwell
- Kelly Kates
- Monica Torres

- Linda Leadbetter
- Luke Trigger
- Maurice L'eclair
- Terri Winsome

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 inside and around 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.

NASCAR Kart Racing 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. For assets, please visit 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. 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.

Electronic Arts Inc.
Julie Michel, 407-386-5184
Publicist
jmichel@ea.com
Rob Semsey, 407-386-5337
Sr. PR Manager
rsemsey@ea.com

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