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## EA and Real Racing 3 Team Up with Hyundai to Promote Return to World Rally Championship

*In-Game Racing Competition Gives Fans Chance to go from 'Virtual to Reality'*

REDWOOD CITY, Calif.--(BUSINESS WIRE)-- In a branded integration, Electronic Arts Inc. (NASDAQ: EA) is teaming up with Hyundai (NASDAQ: HYMTF) to promote their return to the World Rally Championship (WRC). Together with Hyundai, EA is hosting an in-game competition for fans of *Real Racing 3*, the No. 1 mobile racing game in the world, and giving players the chance to win a trip to watch the WRC in person in January 2014. The new game update, which is now live, features the Hyundai i20 WRC rally car that will be competing at the real-world Monaco stage of the WRC race. To enter the competition, fans will download *Real Racing 3* on their mobile devices and race in the Hyundai-specific Time Trial, setting a time to qualify for entry. Upon completion, they will be prompted to provide information to enter the competition with their recorded time.

Open to players across iPhone®, iPad® and iPod touch®, as well as Android™ devices, this i-game competition kicks off on November 21 and lasts until December 11. Following the competition's theme of "*Virtual to Reality*," the participant with the fastest time in *Real Racing 3* will go from high definition simulated race tracks to seeing first-hand the high-speed, thrilling actuality of the Rallye Monte Carlo in January. The winner and a friend will be rewarded with a 4-day, all-inclusive trip for two to see the Monaco WRC live.\*

For three weeks, Hyundai will be promoting the competition at one of the most popular tourist attractions in the world: Piccadilly Circus. Members of the public will be given the opportunity to play *Real Racing 3* while it is being streamed to jumbo screen, along with a live camera feed of the participant's reaction while racing.

"This is truly a once-in-a-lifetime opportunity for *Real Racing 3* enthusiasts to compete head to head for an unforgettable trip. We've never given our fans a chance to go from the virtual race track to the real-world race track and are elated to do so now," said Kynan Woodman. "We couldn't be more thrilled to launch this competition within our game while supporting Hyundai's challenge in the WRC."

*Real Racing 3* features an expanded 22-car grid across real world tracks, over 70 meticulously detailed cars, and the reality-bending Time Shifted Multiplayer™ (TSM) technology. To download *Real Racing 3* for free from the App Store and Google Play, visit <http://smarturl.it/rr3ea>. Assets including screen shots are available at <http://info.ea.com>.

**\*For full rules, please visit:** <http://worldwide.hyundai.com/WW/RealRacing/index.html>

### **About Electronic Arts**

Electronic Arts (NASDAQ: EA) is a global leader in digital interactive entertainment. The Company delivers games, content and online services for Internet-connected consoles, personal computers, mobile phones and tablets. EA has more than 300 million registered players in over 200 countries.

In fiscal year 2013, EA posted GAAP net revenue of \$3.8 billion. Headquartered in Redwood City, California, EA is recognized for a portfolio of critically acclaimed, high-quality blockbuster brands such as The Sims™, Madden NFL, EA SPORTS™ FIFA, Need for Speed™, Battlefield™ and Mass Effect™. More information about EA is available at [www.ea.com/news](http://www.ea.com/news). EA SPORTS, The Sims, Need for Speed, Mass Effect and Battlefield are trademarks of Electronic Arts Inc. and its subsidiaries. John Madden, NFL and FIFA are the property of their respective owners and used with permission.

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