



Hamilton training ground makes video game debut

Rye House Kart Raceway and Nordic Games team up to showcase real life kart track

Thursday 3rd March 2010: Rye House Kart Raceway, the race circuit that saw Lewis Hamilton take his first driving steps, has joined forces with Nordic Games to bring the track to life in upcoming Wii release, Super Karts.

F1 drivers have been known to hone their driving skills at Rye House Kart Raceway in Hertfordshire and have provided an inspiration for the drivers of all ages at the circuit. Super Karts offers another way for fans to try their hand at one of the UK's oldest kart track.

Speaking on behalf of Rye House, Christine Taylor said: "We're delighted to see Rye House Kart Raceway feature in Super Karts. As the only real-life circuit on the game, we're sure it will help game players to experience the adrenaline and rush of becoming a Formula 1 driver."

Nik Blower, sales and marketing director, Nordic Games added: "It's great that we're able to utilise a real-life track such as Rye House Kart Raceway in one of our racing video games. The heritage the race circuit has lends itself perfectly to authenticity we strive to achieve with all our racing games."

Super Karts replicates the adrenaline rush experienced racing in the high-speed lightweight vehicles. Two-player split screen fuels head to head racing combined with TV-style replay makes for a highly realistic kart racing experience.

Gamers can take part in a variety of Championships and Challenges and unlock extra karts on their way to claiming the karting crown. There are three kart classes from high speed commercial karts to 250cc super karts.

Driving game specialist Brain In A Jar, which has worked on a total of nine driving games for Nordic Games, worked closely with Rye House to ensure the game's track replicated the real life circuit.

Super Karts is available to buy now. Rye House will be hosting an elaborate event to promote the game.

Ends

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About Nordic Games Publishing AB

Nordic Games Publishing is the wholly owned publishing arm of Nordic Games Holdings AB. Formed in 2008, Nordic Games Publishing launched its first titles on PS2 and Wii in April 2009 and now successfully sells and markets its games in over 20 countries.

Its We Sing range of games for Wii first went on sale during November 2009 and, since launch, have reached genre-leading status, while remaining the only singing games to support four microphones. There are currently six titles in the series – We Sing, We Sing Encore, We Sing Vol2 and We Sing Robbie Williams, along with the recently announced fully localised titles We Sing Down Under and We Sing Deutsche Hits. Exciting additions to the range will be announced during 2011, further consolidating We Sing as the leading and most successful singing game brand on Wii.

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Nordic Games also continues to enjoy commercial success with two multiformat releases under the Dance Party banner and the publisher has nine racing games currently in the market. Nordic Games welcomes fun, engaging and original game concepts and is always seeking to engage the best development talent. For more information please visit: www.nordicgames.se.

About Rye House Kart Raceway

The historic Rye House Racing Circuit was established in 1965 and is one of the oldest in existence. Over the years has hosted many national and international meetings as well as the regular club meetings. Regarded by many as the greatest test of driver skill, Rye House has seen many F1 stars of today (and yesteryear) hone their driving skills on this demanding track, on their climb up the racing ladder. Sections such as “Stadium Bend”, “Reg’s Elbow” and the “Pylon Complex” are as well regarded by Karter’s as “Paddock Hill Bend”, the “Tamburello” and the “Rascasse” are to F1 followers. For information on Lewis Hamilton’s experience at Rye House Kart Raceway, please contact John Huff on 01992 460 895 (ext 2). For information or images Rye House Kart Raceway, email maria@15degrees.com or call 020 8500 9376 or 07894 952 709. For more information please visit: www.rye-house.co.uk.

About Brain In A Jar

Brain in a Jar is an independent software developer, specialising in motor-sport games and simulations. Founded in 1998 by creative director, Carl Dalton and technical director, Matthew Gabriel the company has developed over 20 titles for PC, PS2, Xbox, Xbox360 and Wii. Brain in a Jar is currently developing PS3 technology. For more information please visit www.braininajar.co.uk.