



Dusenberry Martin Racing Combines with Industry Leader to Create 704Games

Games Publisher Committed to Delivering Innovative Games Under New Leadership

CHARLOTTE, North Carolina – March 21, 2017 – Digital games publisher and developer Dusenberry Martin Racing announced today its rebranding to 704Games. The new name pays homage to its founding city of Charlotte, North Carolina, while reinforcing the company's commitment to creating fun and engaging video games.

The company also announced the appointment of racing industry veteran Paul Brooks as CEO to oversee the transition to 704Games. Brooks spent 19 years with NASCAR in various leadership roles including senior vice president of NASCAR and president of NASCAR Media Group. In 2016, Brooks became an investor in Dusenberry Martin Racing and serves as Chairman of the Board.

“With decades of game development and publishing experience across our entire team at 704Games, there is tremendous opportunity for our future,” said Brooks. “Not only will 704Games offer new platforms for fans to get in the action of their favorite sport and continue to help introduce fans to NASCAR with high-quality and innovative products, but we’re also developing areas to expand our gaming library to new places.”

704Games will continue to hold NASCAR's exclusive console simulation-style video game license. The company will release its first NASCAR-branded mobile racing game this spring, as well as a much-anticipated sequel to its 2016 console game, *NASCAR Heat Evolution*, this fall.

Fans can follow 704Games on social media via @704Games for the latest company news and @704NASCARHeat for the latest NASCAR-licensed video game news.

About 704Games

704Games is a video game publisher and developer focused on delivering high-quality experiences on console and mobile. 704Games, a video game licensee of NASCAR, released their first console game, *NASCAR Heat Evolution*, in September 2016 on the PlayStation®4 computer entertainment system and Xbox One. 704Games is headquartered at NASCAR Plaza in Charlotte, North Carolina. For more information, please visit www.704Games.com.