



Enemy Territory: QUAKE Wars Goes Gold

id Software, Splash Damage and Activision Prepare For an All-Out Assault at Retail

SANTA MONICA, Calif., Aug 30, 2007 (BUSINESS WIRE) --

The ultimate online team and objective-based multiplayer experience is locked and loaded! id Software(TM) and Activision, Inc. (Nasdaq:ATVI) announced today that Enemy Territory: QUAKE Wars(TM) for Windows(R) PC has gone gold and will be available in retail outlets in Europe and Australia on September 28, 2007 and on North American store shelves beginning October 2, 2007. Developed by Splash Damage, the prequel to the futuristic wars in the QUAKE II storyline pits the armies of Earth's Global Defense Force (GDF) against the invading alien Strogg in the multiplayer action shooter that transports players to the front lines in the battle for Earth.

"After months of testing, tweaking and balancing Enemy Territory: QUAKE Wars, I'm pleased to finally be able to say 'It's Done!'" said id Software CEO Todd Hollenshead. "We've had a ton of fun getting the game ready for the masses and I'm looking forward to seeing the massive battle for the top of the online leaderboards begin!"

To date, Enemy Territory: QUAKE Wars has won more than 15 awards and has been heralded as one of the most anticipated new titles in 2007 by nearly a dozen publications.

"The opportunity to develop Enemy Territory QUAKE Wars has been mind-blowingly cool!" said Splash Damage Owner and Creative Director Paul Wedgwood. "The passion and effort put in by our team at Splash Damage, combined with the amazing direction and mentoring we've received from id Software has led to an award-winning game that we're incredibly proud of. Our team can't wait to join fans across the globe to fight in Earth's battle for survival!"

Enemy Territory: QUAKE Wars for Windows PC is rated "T" by the ESRB and carries a suggested retail price of \$49.99 for the regular edition and \$59.99 for the Limited Collector's Edition. To learn more about the game and to secure a pre-ordered copy, visit <http://www.enemyterritory.com/>.

Enemy Territory: QUAKE Wars takes place in the year 2065 and gives gamers the chance to play as the GDF or Strogg in one of five unique character classes, either online or offline with computer controlled AI teammates and opponents. Employing an arsenal of weapons, vehicles and deployable armaments, players engage in an action-packed test of skill and coordinated teamwork through a series of combat objectives. Persistent character growth and achievements reward players for teamwork, while clearly defined mission and class objectives guide new players to meaningful contributions on the battlefield.

Enemy Territory: QUAKE Wars is also in development by Nerve Software for the Xbox 360(TM) video game and entertainment system from Microsoft and by Activision Foster City for the PLAYSTATION(R)3 computer entertainment system.

About id Software

id - defined by Freud as the primal section of the human psyche; id Software, located in Mesquite, Texas, was founded in 1991. From inception to present day, id Software has relentlessly provided technical, design and artistic leadership as an independent game developer and technology provider. Transcending the games industry, id's iconic brands such as Wolfenstein, DOOM, QUAKE and Enemy Territory have become staples of popular culture for generations of gamers. More information on id Software can be found at www.idsoftware.com.

About Splash Damage Ltd.

Based in London, England, Splash Damage Ltd is an independently-owned game developer dedicated to online gaming, and one of the leading Shooter developers in Europe. Splash Damage developed id Software's Wolfenstein: Enemy Territory, winning multiple 'Game of the Year' awards, and is now developing Enemy Territory: QUAKE Wars. Founded by Paul 'Locki' Wedgwood in 2001 with key members of the mod-making community, Splash Damage also contributed to DOOM 3 and Return to Castle Wolfenstein: Game of the Year Edition. For more information, visit www.splashdamage.com.

About Activision, Inc.

Headquartered in Santa Monica, California, Activision, Inc. is a leading worldwide developer, publisher and distributor of interactive entertainment and leisure products. Founded in 1979, Activision posted net revenues of \$1.5 billion for the fiscal year ended March 31, 2007.

Activision maintains operations in the U.S., Canada, the United Kingdom, France, Germany, Ireland, Italy, Scandinavia, Spain, the Netherlands, Australia, Japan and South Korea. More information about Activision and its products can be found on the company's World Wide Web site, which is located at www.activision.com.

Cautionary Note Regarding Forward-looking Statements: Information in this press release that involves Activision's expectations, plans, intentions or strategies regarding the future are forward-looking statements that are not facts and involve a number of risks and uncertainties. In this release they are identified by references to dates after the date of this release and words such as "will," "will be," "remains," "to be," "plans," "believes," "may," "expects," "intends," and similar expressions. These risks and uncertainties include, but are not limited to, the further implementation, acceptance and effectiveness of the remedial measures recommended or adopted by the special sub-committee of independent directors established in July 2006 to review Activision's historical stock option granting practices, the board and Activision; the outcome of the SEC's formal investigation and the derivative litigation filed in July 2006 against certain current and former directors and officers of Activision relating to Activision's stock option granting practices, and the possibility that additional claims and proceedings will be commenced, including additional stockholder litigation, employee litigation, and additional action by the SEC and/or other regulatory agencies. Other factors that could cause Activision's actual future results to differ materially from those expressed in the forward-looking statements set forth in this release include, without limitation, other litigation (unrelated to stock option granting practices), sales of Activision's titles, shifts in consumer spending trends, the seasonal and cyclical nature of the interactive game market, Activision's ability to predict consumer preferences among competing hardware platforms (including next-generation hardware), declines in software pricing, product returns and price protection, product delays, retail acceptance of Activision's products, adoption rate and availability of new hardware and related software, industry competition, rapid changes in technology and industry standards, protection of proprietary rights, maintenance of relationships with key personnel, customers, vendors and third-party developers, international economic and political conditions, integration of recently acquired subsidiaries and identification of suitable future acquisition opportunities, limitations on our ability to issue stock and options, foreign exchange rate changes, and the risks identified in Activision's most recent annual report on Form 10-K and recent reports on Form 8-K. The forward-looking statements in this release are based upon information available to Activision as of the date of this release, and Activision assumes no obligations to update any such forward-looking statement. Forward-looking statements believed to be true when made may ultimately prove to be incorrect. These statements are not guarantees of future performance and are subject to risks, uncertainties and other factors, some of which are beyond our control and may cause actual results to differ materially from our current expectations.

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