



## Enemy Territory: QUAKE Wars(TM) for Next-Gen Consoles Invades Retail Stores Nationwide

SANTA MONICA, Calif., May 27, 2008 (BUSINESS WIRE) -- The alien invasion has begun with the announcement that id Software's Enemy Territory: QUAKE Wars(TM) published by Activision, Inc. (Nasdaq: ATVI) for the Xbox 360(TM) video game and entertainment system from Microsoft and the PLAYSTATION(R)3 computer entertainment system has shipped to retail stores nationwide. Set in the year 2065, Enemy Territory: QUAKE Wars pits the armies of Earth's Global Defense Force (GDF) against the invading alien menace, the Strogg, in an all-out struggle for the fate of the planet. Enemy Territory: QUAKE Wars is slated to arrive on European and Australian store shelves on May 30, 2008.

"Enemy Territory: QUAKE Wars raises the bar for next-gen console games with its variety and intense combat," said Kevin Cloud, Executive Producer, id Software. "Whether you're playing online with fifteen friends, or playing a single-player campaign against amazing AI, Enemy Territory: QUAKE Wars delivers a new level of team play and combat strategy to the PS3 and 360."

Set within the expansive QUAKE(R) universe in the year 2065, Enemy Territory: QUAKE Wars is the ultimate team and mission-based multiplayer warfare game offering console gamers distinct classes, vehicles and weapons to choose from, giving players countless ways to join the battle. Players work as a team to defeat the enemy and achieve objectives either online against other players or battle offline with surprisingly lifelike AI. Across multi-mission campaigns, players earn experience and promotions while stats are recorded globally for players to track their rank and prestige in the community at [www.enemyterritory.com](http://www.enemyterritory.com).

Based on the critically acclaimed game from id Software and Splash Damage for Windows(R) PC that has received over eighty awards and nominations, Enemy Territory: QUAKE Wars was developed for the Xbox 360 by Nerve Software.

Enemy Territory: QUAKE Wars has been rated "T" for Teen by the ESRB. For more information about Enemy Territory: QUAKE Wars, please visit: [www.enemyterritory.com](http://www.enemyterritory.com).

### 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](http://www.idsoftware.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 \$2.9 billion for the fiscal year ended March 31, 2008.

Activision maintains operations in the U.S., Canada, the United Kingdom, France, Germany, Ireland, Italy, Sweden, Spain, the Netherlands, Australia, Japan and South Korea. More information about Activision and its products can be found on the company's website, [www.activision.com](http://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 "outlook," "will," "remains," "to be," "plans," "believes," "may," "expects," "intends," and similar expressions. 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, but are not limited to, sales of Activision's titles in its fiscal year 2009, 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, domestic and international economic, financial and political conditions, foreign exchange rates, integration of

recent acquisitions and the identification of suitable future acquisition opportunities, the timing and successful completion of the combination of Activision and Vivendi Games, the combined company's success in integrating the operations of Activision and Vivendi Games in a timely manner, or at all, and the combined company's ability to realize the anticipated benefits and synergies of the transaction to the extent, or in the timeframe, anticipated. Other such factors include 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, by the Board and by Activision, the outcome of the SEC's formal investigation, the finalization of the proposed settlement of 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 action by the SEC and/or other regulatory agencies, and other litigation (unrelated to stock option granting practices) and any additional risk factors identified in Activision's most recent annual report on Form 10-K and quarterly reports on Form 10-Q and the preliminary proxy statement most recent filed in connection with the proposed transaction with Vivendi. 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 obligation to update any such forward-looking statements. Forward-looking statements believed to be true when made may ultimately prove to be incorrect. These statements are not guarantees of the future performance of Activision and are subject to risks, uncertainties and other factors, some of which are beyond its control and may cause actual results to differ materially from current expectations.

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