



## Activision Publishing Redefines Competitive First Person Action With the Release of NPPL Championship Paintball 2009

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At last, a true next-generation paintball experience is unleashed! Activision Publishing, Inc. (Nasdaq: ATVI) announced today that the official NPPL (National Professional Paintball League) Championship Paintball 2009 videogame is available now for the Xbox 360(R) video game and entertainment system from Microsoft, PLAYSTATION(R)3 and PlayStation(R)2 computer entertainment systems, and Nintendo Wii(TM).

"NPPL Championship Paintball 2009 is the fantastic end result of a close collaboration between the NPPL, Activision, and top professional paintball players," said Scott Pierce, NPPL CEO. "No paintball game has ever been this real - it masterfully captures the competitive intensity that makes paintball one of the most popular extreme sports in the world."

Paintball is an extraordinarily deep sport that requires teamwork, strategy, and precision, something the game accurately represents. NPPL Championship Paintball 2009 features multiple game modes (including woodsball-based gameplay), officially licensed gear, and authentic tournament locations and field layouts from the NPPL, the Millennium European Paintball Series, and the XPSL. Players can perfect their skills as they progress from a rookie to pro in career mode and take on the best paintball teams in the world, or get online for an adrenaline rush of cutthroat multiplayer action. With deep design contributions from the NPPL, San Diego Dynasty and Bob Long, motion-captured player movements, and cutting edge ballistics, the level of detail and realism in this game is unmatched.

"NPPL Championship Paintball 2009 is a blast for both paintball fanatics and first person action fans looking for something fresh," said Dave Oxford, Activision Publishing. "We're ecstatic to redefine the paintball experience in videogames."

NPPL Championship Paintball 2009 has a rating of "E 10+" for Ages 10 and up by the ESRB. It is available now for a suggested retail prices of \$49.99 for Xbox 360 and PLAYSTATION(R)3 computer entertainment system, \$39.99 for Wii(TM), and \$29.99 for PlayStation(R)2 computer entertainment system.

More information is available at [www.PbSting.com](http://www.PbSting.com).

### About NPPL

The National Professional Paintball League (NPPL) is the #1 paintball tournament series and trade show in the United States and the preferred choice of players, teams, sponsors and spectators. Its five premier tournaments each year include the top national paintball event in the country held on the beach at Huntington Beach, California as well as at four NFL stadiums around the country.

### About Activision Publishing, Inc.

Headquartered in Santa Monica, California, Activision Publishing, Inc. is a leading worldwide developer, publisher and distributor of interactive entertainment and leisure products.

Activision Publishing 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 Publishing 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 Publishing'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. Activision Publishing generally uses words such as "outlook", "will," "could," "would," "might," "remains," "to be," "plans," "believes", "may", "expects," "intends," "anticipates," "estimate," future," "plan," "positioned," "potential," "project," "remain," "scheduled," "set to," "subject to," "upcoming" and similar expressions to help identify forward-looking statements. Factors that could cause Activision Publishing'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 Publishing's titles, shifts in consumer spending trends, the seasonal and cyclical nature of the interactive game market, Activision Publishing'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 Publishing'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, litigation against Activision Publishing, maintenance of relationships with key personnel, customers, vendors and third-party developers, domestic and international economic, financial and political conditions and policies, foreign exchange rates, integration of recent acquisitions and the identification of suitable future acquisition opportunities, Activision Blizzard's success in integrating the operations of Activision Publishing 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 additional risk factors identified in Activision Blizzard's most recent annual report on Form 10-K and any subsequent quarterly reports on Form 10-Q. The forward-looking statements in this release are based upon information available to Activision Publishing and Activision Blizzard as of the date of this release, and neither Activision Publishing nor Activision Blizzard assumes any 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 Publishing or Activision Blizzard 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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