



## Activision Rocks in the Holiday Season with a Stellar Game Line-Up for Gamers of All Ages

SANTA MONICA, Calif., Dec 05, 2007 (BUSINESS WIRE) -- Activision, Inc. (Nasdaq:ATVI) is making wishes come true this holiday season with games for kids of all ages and interests from the top brands in interactive entertainment including Call of Duty(R) 4: Modern Warfare(TM) and Guitar Hero(R) III: Legends of Rock to games based on such blockbuster movie hits as "TRANSFORMERS," Sony Pictures Entertainment's Columbia Pictures' and Marvel Studios' "Spider-Man 3," and DreamWorks Animation's "Bee Movie(TM)" and "Shrek the Third(TM)."

### Titles Based on Top Brands in Interactive Entertainment:

**Call of Duty 4: Modern Warfare** -- The new action-thriller from the award-winning team at Infinity Ward, the creators of the Call of Duty(R) series, delivers the most intense and cinematic action experience ever. Call of Duty 4: Modern Warfare arms gamers with an arsenal of advanced and powerful modern day firepower and transports them to the most treacherous hotspots around the globe to take on a rogue enemy group threatening the world. Call of Duty 4: Modern Warfare is available for the Xbox 360 (TM) video game and entertainment system from Microsoft, PLAYSTATION(R)3 computer entertainment system and Windows (R) PC and is rated "M" for Mature.

**Guitar Hero III: Legends of Rock** -- Fire up the fretboard, crank up the amp and get ready to rock like never before. Guitar Hero III: Legends of Rock offers the ultimate rock experience with new wireless guitars, freshly added content and features including a multiplayer action-inspired battle mode, grueling boss battles, a host of exclusive unlockable content and visually stunning rock venues. Expanded online multiplayer modes allow axe-shredders worldwide to compete head-to-head for true rock status as they riff through a star-studded soundtrack including master tracks by legendary artists such as Aerosmith, Guns 'N' Roses, The Rolling Stones, Beastie Boys, Rage Against the Machine and Pearl Jam, as well as original songs by guitar icons Slash and Tom Morello. Guitar Hero III: Legends of Rock is now available for the Xbox 360(R) video game and entertainment system from Microsoft, Wii(TM) home video game system from Nintendo, PLAYSTATION(R)3 computer entertainment system, and PlayStation(R)2 computer entertainment system, and is rated "T" for Teen by the ESRB.

**Tony Hawk's Proving Ground** -- In the largest and deepest Tony Hawk game yet, gamers are now in total control of their skating destiny in Tony Hawk's Proving Ground. Set in the streets of Baltimore, Philadelphia and Washington, D.C., the title empowers players with the freedom to define their character, story and style based on the choices they make, the paths they select and the style of skating they want. Tony Hawk's Proving Ground is available for the Xbox 360(TM) video game and entertainment system from Microsoft, PLAYSTATION(R)3 computer entertainment system, Wii(TM), PlayStation(R)2 computer entertainment system and the Nintendo DS(TM) and is rated "T" for Teen.

**Enemy Territory: QUAKE Wars(TM)** -- Set within the expansive QUAKE universe in the year 2065, id Software's Enemy Territory: QUAKE Wars offers the ultimate in objective-based multiplayer action, either online or offline with computer controlled players. Up to 24 gamers can play online, electing to play as the human GDF or alien Strogg in one of five unique character classes, and employ an arsenal of weapons, vehicles and deployable armaments for an action-packed test of skill and coordinated teamwork through a series of combat objectives. Enemy Territory: QUAKE Wars is available for Windows PC and is rated "T" for Teen.

### Titles Based on Blockbuster Movies:

**Bee Movie(TM) Game** -- Based on DreamWorks Animation's hit movie from creator Jerry Seinfeld, Bee Movie Game allows players to race, chase, fly and blast their way through the adrenaline-fueled world from the feature film and beyond. As the witty and courageous Barry B. Benson, gamers are propelled on an exciting adventure to save the bee's right to produce honey. Bee Movie Game is available for the Xbox 360(TM) video game system from Microsoft, PlayStation(R)2 computer entertainment system, Nintendo Wii(TM) and DS(TM) and Games for Windows(R). The game is rated "E" for Everyone.

**Shrek the Third(TM)** -- In the Shrek the Third video game, players adventure as Shrek(R) and friends to save Far Far Away in a hilariously twisted fairy tale from the movie and beyond. Gamers assume the role of their favorite characters from the film - Shrek, Donkey, Puss-in-Boots, Fiona, Artie and Sleeping Beauty - and embark on an all-new adventure to save the land from the evil clutches of Prince Charming. Shrek the Third is available for the Xbox 360(TM) video game system from Microsoft, Nintendo Wii(TM), PlayStation(R)2 computer entertainment system, PSP(R) (PlayStation(R) Portable) system and Windows(R) PC and is rated "E10+" for Everyone 10 and older. The Nintendo DS(TM) and Game Boy(R) Advance versions of the game are rated "E" for Everyone.

Shrek(R): Ogres and Dronkeys(TM) -- Shrek: Ogres and Dronkeys gives handheld gamers the chance to train, play and explore with Shrek and Fiona's adorable triplets and Donkey and Dragon's playful offspring, the Dronkeys. Once ready, players use the mischievous youngsters' newly learned skills and talents to embark on an exciting journey of puzzle solving and mini-game mayhem throughout the hilarious world of Shrek. The game is available for the Nintendo DS(TM) and is rated "E" for Everyone.

Spider-Man(TM) 3 -- Based on Sony Pictures Entertainment's Columbia Pictures' blockbuster feature film, Spider-Man 3 allows players to experience the actions of heroic red-suited Spider-Man and, for the first time ever, his darker, more mysterious black-suited persona. Set in a larger, dynamic, free-roaming New York City, the game gives players the freedom to choose their own gameplay experience through multiple movie-based and original storylines, fully integrated city missions and performance rewards including improved speed, combat maneuvers and agility. Spider-Man 3 is available for the Xbox 360(TM) video game system from Microsoft, PLAYSTATION(R)3 computer entertainment system, Windows(R) PC, Nintendo Wii(TM), PlayStation(R)2 computer entertainment system, and PSP(R) and is rated "T" for Teen. The Nintendo DS(TM) and Game Boy (R) Advance versions are rated "E10+" for Everyone 10 and older.

Spider-Man(TM): Friend or Foe -- Inspired by the Spider-Man film trilogy and the classic Spider-Man(TM) comics, Spider-Man: Friend or Foe was designed for younger Spider-Man fans and challenges them to defeat and then join forces with notorious movie nemeses including Doc Ock, Green Goblin, Venom and Sandman, as they embark on an epic quest to overcome a worldwide evil threat. Spider-Man: Friend or Foe is available for the Xbox 360(TM) video game system from Microsoft, Nintendo Wii(TM), PlayStation(R)2 computer entertainment system, Nintendo DS(TM), PSP(R) and Windows(R) PC and is rated "E10+" for Everyone 10 and older.

TRANSFORMERS: The Game -- Based on Hasbro's TRANSFORMERS property and the blockbuster live-action feature film from DreamWorks Pictures and Paramount Pictures, TRANSFORMERS: The Game lets gamers control the outcome in the battle for Earth as they choose to protect it as AUTOBOTS or destroy it as DECEPTICONS. The game is available for the Xbox 360(TM) video game system from Microsoft, PLAYSTATION(R)3 computer entertainment system, Nintendo Wii(TM), PlayStation (R)2 computer entertainment system, and Windows(R) PC and is rated "T" for Teen. The Nintendo DS(TM) and PSP(R) games are rated "E10+" for Everyone 10 and older.

About Spider-Man Merchandising, L.P.

Spider-Man Merchandising, L.P. is a 50/50 limited partnership comprised of Marvel Entertainment, Inc. and Sony Pictures Consumer Products, Inc. The partnership oversees all of the licensing and merchandising activities for the Columbia Pictures Spider-Man(TM) feature films as well as the Sony Pictures Television's animated series entitled "The Spectacular Spider-Man," all based on the Marvel characters.

About HPG

HPG, the licensing division of Hasbro, Inc. (NYSE:HAS), translates one of the industry's richest portfolios of brands into a world of fun and excitement for children and adults globally. Through a host of publishing, digital media, lifestyle and entertainment platforms, HPG is able to surround fans worldwide with consumer products that expand Hasbro's core brands, such as TRANSFORMERS, LITTLEST PET SHOP, MY LITTLE PONY, MONOPOLY, G.I. JOE, TONKA and PLAYSKOOL.

About HASBRO

Hasbro (NYSE:HAS) is a worldwide leader in children's and family leisure time entertainment products and services, including the design, manufacture and marketing of games and toys ranging from traditional to high-tech. Both internationally and in the U.S., its PLAYSKOOL, TONKA, MILTON BRADLEY, PARKER BROTHERS, TIGER and WIZARDS OF THE COAST brands and products provide the highest quality and most recognizable play experiences in the world.

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 \$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, Sweden, 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](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 "will," "will be," "remains," "to be," "plans," "believes," "may," "expects," "intends," and similar expressions. These risks and uncertainties include, but are not limited to, 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 and foreign exchange rate changes. 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, 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, 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 litigation (unrelated to stock option granting practices), 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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