



Activision Announces Golf: Tee It Up!(TM) Now Available on Xbox Live Arcade

SANTA MONICA, Calif., Jul 09, 2008 (BUSINESS WIRE) -- Sink a hole-in-one with Activision, Inc.'s (Nasdaq:ATVI) Golf: Tee It Up!, now available for download on Xbox LIVE(R) Arcade for the Xbox 360(R) video game and entertainment system from Microsoft. Developed by Housemarque, Golf: Tee It Up! allows players to design their own customizable characters, test their skills on 36 unique holes set in lush, panoramic courses, and challenge friends in the zaniest golf game ever created.

Golf: Tee It Up! drops gamers straight into the fun-filled action with beautiful, challenging courses that golfers of all skill levels can enjoy. Whether playing cooperatively or head-to-head, players can tee off with up to three friends in local or online multiplayer modes. Additionally, the game's unique Focus feature allows players to manipulate their putting directions or control the ball's spin in-flight for added precision, giving both casual and hardcore gamers alike an easy to play yet hard to master experience for golf fans of all ages.

Golf: Tee It Up! is available now via download on Xbox LIVE Arcade for Xbox 360 and has been rated "E" for Everyone by the ESRB.

About Housemarque

Housemarque is a 13-year old independent videogame developer based in the city of Helsinki, Finland. Specializing in creating original games based on either internally developed concepts or licensed properties, Housemarque uses their own proprietary technology and tools to develop exciting gameplay experiences for core casual console gamers.

About Activision

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.

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.

Golf: Tee It Up is a trademark of Activision Publishing, Inc. and Housemarque, Inc.

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