



## Activision Publishing Signs Exclusive Deal with Live Nation

### Activision to Develop Video Games Based on Monster Jam

SANTA MONICA, Calif., Mar 22, 2007 (BUSINESS WIRE) -- Activision Publishing, Inc., a wholly owned subsidiary of Activision, Inc. (Nasdaq: ATVI), announced today that it has signed a multi-year agreement which grants the company exclusive worldwide rights to develop and distribute video games on all platforms based on Live Nation's (NYSE: LYV) Monster Jam series.

The first game under the terms of the agreement is expected to be available at retail stores worldwide this holiday and will bring to life all of the intense action of the Monster Jam live events. Featured in the game will be 20 of the world's top monster trucks on the Monster Jam circuit, including Grave Digger(R), Maximum Destruction(R), Monster Mutt(R), and El Toro Loco(R).

"Activision is excited to be partnering with Live Nation to bring Monster Jam to video game fans," stated David Oxford, General Manager, Activision Publishing, Inc. "Monster Jam is an exhilarating live event and we are sure that we can make it come to life in a video game with just as much thrill and excitement."

"We feel we have found a partner in Activision that shares our vision for both an authentic Monster Jam game that will appeal to the core Monster Jam fans, and a game which will also appeal to gamers by going above and way beyond anything we could do at the live events; it will have it all," said Charlie Mancuso, President, Live Nation - Motor Sports. "Activision's strong relationships with retailers in addition to their strategic marketing and promotional direction for the game were key in our decision to partner with them. We are looking forward to the launch of the game this holiday, and Monster Jam fans and video-gamers alike should rest assured that an outstanding video game is in the works."

#### About Monster Jam(R)

Monster Jam(R), owned by Live Nation, is the world's leading monster truck tour. With more than 250 live performances a year at the world's premier stadiums and arenas domestically and internationally, Monster Jam features world-renowned marquee monster trucks, including Grave Digger(R), Maximum Destruction(R), Blue Thunder(R), El Toro Loco(R) and Monster Mutt(R) while attracting over four million fans a year. The Thunder National series is the non-dirt monster truck tour that runs in conjunction with Monster Jam and is sanctioned by the USHRA. For more information on Monster Jam and Thunder Nationals, log on to [www.MonsterJamOnLine.com](http://www.MonsterJamOnLine.com).

#### About Live Nation

Live Nation is the world's largest live music company. Our mission is to inspire passion for live music around the world. We are the largest promoter of live concerts in the world, the second-largest entertainment venue management company, and have a rapidly growing online presence. We create superior experiences for artists and fans, regularly producing tours for the biggest superstars in the business, including The Rolling Stones, Barbra Streisand, Madonna, U2 and Coldplay. Globally, we own, operate, have booking rights for and/or have an equity interest in more than 160 venues, including House of Blues(R) music venues and prestigious locations such as The Fillmore in San Francisco, Nikon at Jones Beach in New York, and London's Wembley Arena. Our websites collectively are the second most popular entertainment/event websites in the United States, according to Nielsen//NetRatings. In addition, we also produce, promote or host theatrical, specialized motor sports and other live entertainment events. In 2006, we connected nearly 60 million fans with their favorite performers at approximately 26,000 events in 18 countries around the world. Headquartered in Los Angeles, California, Live Nation is listed on the New York Stock Exchange, trading under the symbol "LYV."

#### 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 \$1.47 billion for the fiscal year ended March 31, 2006.

Activision maintains operations in the U.S., Canada, the United Kingdom, France, Germany, Italy, Japan, Australia, Scandinavia, Spain, the Netherlands 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 Notes Regarding Forward-Looking Statements:** The statements made in this press release that are not historical facts are "forward-looking statements." These forward-looking statements are based on current expectations and assumptions that are subject to risks and uncertainties. The company cautions readers of this press release that a number of important factors could cause Activision's actual future results to differ materially from those expressed in any such forward-looking statements. Such factors include, without limitation, the findings of the special sub-committee, the effect of the special sub-committee's review and conclusions on, and other developments in, the informal inquiry opened by the SEC in July 2006 and the derivative litigation filed in July 2006 against certain current and former directors and officers of the company, the possibility that additional claims and proceedings will be commenced, including additional stockholder litigation, employee litigation, and additional actions by the SEC and/or other regulatory agencies, and direct and indirect expenses and diversion of management time resulting from or relating to the special sub-committee review and related regulatory proceedings and litigation, the company's ability to timely file required reports with the SEC, and the possibility that the company will be subject to delisting from The Nasdaq Stock Market due to its inability to timely file periodic reports under the Securities Exchange Act of 1934 or failure to satisfy other requirements for continued listing. 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 the company's titles, shifts consumer spending trends, the seasonal and cyclical nature of the interactive game market, the company'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 the company's products, adoption rate 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, vendors and third-party developers, international economic and political conditions, natural disasters, integration of recently acquired subsidiaries, and identification of suitable future acquisition opportunities. These important factors and other factors that potentially could cause actual future results to differ materially from current expectations are described in our filings with the SEC, including the company's most recent annual report on Form 10-K, quarterly report on Form 10-Q and current reports on Form 8-K. Readers of this press release are referred to such filings. The forward-looking statements in this press release are based upon information available to the company as of the date of the release, and the company assumes no obligations to update any such forward-looking statement. The company may change its intention, belief or expectation, at any time and without notice, based upon any changes in the enumerated factors or in the company's assumptions, or otherwise, and 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 the company's control and may cause our actual results to differ materially from our current expectations.

SOURCE: Activision Publishing, Inc.

Activision Publishing  
Jeff Muench, 952-918-9494  
[jmuench@activision.com](mailto:jmuench@activision.com)  
or  
Live Nation  
Denny Hartwig, 630-566-6305  
[dennyhartwig@livenation.com](mailto:dennyhartwig@livenation.com)

Copyright Business Wire 2007

News Provided by COMTEX