



Activision's High-octane Action Adventure Generator Rex: Agent of Providence Available Now

SANTA MONICA, Nov. 3, 2011 /PRNewswire/ --The nanite threat is mounting and it's up to you to save the world in Activision Publishing, Inc., a wholly owned subsidiary of Activision Blizzard, Inc. (Nasdaq: ATVI) and Cartoon Network Enterprises' **Generator Rex: Agent of Providence**, a new video game based on the wildly popular *Generator Rex* television series. The game, which combines classic combat and action gameplay is available now for Nintendo DS™ and Nintendo 3DS™ handheld systems, Wii™ system from Nintendo, PlayStation®3 computer entertainment system, and the Xbox 360® video game and entertainment system from Microsoft.

Generator Rex: Agent of Providence allows players to step into the shoes of Rex Salazar, the hero of Cartoon Network's original action-adventure television series. Rex controls mutation-inducing "Nanites" that make him a valuable member of Providence, a worldwide force that reins in out-of-control E.V.O.s (Exponentially Variegated Organisms). Whether he is crafting "Builds" or curing the dangerous mutations of others, Rex's powers are truly amazing!

As Rex's abilities evolve he unlocks awe-inspiring "Omega Builds". With this newfound power he must leap into action to take on terrifying bosses, including the diabolical Van Kleiss! Players will also meet Rex's allies Bobo Haha, Agent Six and Providence's leader, the White Knight. Throughout the game, Rex faces enemies in environments such as the underwater world of Aquania and the private dimension of the nefarious Breach. In addition to the main campaign, gamers will engage in time trials and a variety of level-specific challenges. For an agent of Providence with powers matched by no one else, there's always more adventure to be had!

Generator Rex: Agent of Providence is available now on Xbox 360, PlayStation®3 system and Nintendo 3DS for \$39.99 and on Wii™ and Nintendo DS™ for \$29.99. This game is rated "E10+ for Everyone 10 and older" by the ESRB. For more info, please visit www.activision.com and www.generator-rex.com.

About Cartoon Network Enterprises

Cartoon Network Enterprises (CNE) is responsible for building consumer products and merchandising programs for a wide range of brands by securing and supporting long-term licensing partnerships across all categories. As the global branding and merchandising arm of Cartoon Network and Adult Swim, the division manages the consumer product programs for the networks' award-winning original programming, brands and characters including *Ben 10*, *Generator Rex*, *Chowder*, *The Marvelous Misadventures of Flapjack*, *Adventure Time*, Adult Swim and more. CNE also serves as the exclusive global licensing agent for the full portfolio of brands from Spin Master Ltd., as well as Nelvana Enterprises and Spin Master for the award-winning *Bakugan* brand and the PGA of America for the youth marketplace.

Cartoon Network (CartoonNetwork.com), currently seen in more than 99 million U.S. homes and 166 countries around the world, is Turner Broadcasting System, Inc.'s ad-supported cable service now available in HD offering the best in original, acquired and classic entertainment for youth and families. Nightly from 9 p.m. to 6 a.m. (ET, PT), Cartoon Network shares its channel space with Adult Swim, a late-night destination showcasing original and acquired animated and live-action series for young adults 18-34.

Turner Broadcasting System, Inc., a Time Warner company, creates and programs branded news, entertainment, animation and young adult media environments on television and other platforms for consumers around the world.

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, Norway, Denmark, the Netherlands, Australia, Russia, Japan, South Korea, China and the region of Taiwan. More information about Activision and its products can be found on the company's website, www.activision.com.

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