



Activision's GUN(TM) Showdown Ships to Retail Shelves Nationwide

SANTA MONICA, Calif., Oct 10, 2006 (BUSINESS WIRE) -- Saddle your horses and get ready to ride, Activision, Inc.'s (Nasdaq:ATVI) GUN(TM) Showdown for the PSP(R) (PlayStation(R)Portable) system has shipped to retailers nationwide. A free roaming action-adventure, GUN Showdown expands the untamed West by allowing players to work both sides of the law as a gunslinger who must shoot, knife and dynamite his way through an epic story with new wireless multiplayer and Quickplay modes, exclusive missions, and gameplay features unique to the PSP system.

"GUN Showdown lets players experience the renegade nature and gritty lawlessness of the West all in the palm of their hands," said Will Kasso, senior vice president of global brand management. "With pick up and play action and all-new wireless multiplayer functionality, GUN Showdown adds to all of the great elements of the original console game and delivers the ultimate in PSP system action."

In GUN Showdown gamers dole out vengeance as they face-off against corrupt lawmen, a murderous preacher, a renegade army psychopath, and merciless outlaws. In a world where greed, lust and murder reign, players wage war on horseback, hold up banks, collect bounties on prisoners dead or alive, and commandeer trains as the lines between good and evil are drawn in blood.

Extending the GUN console experience, GUN Showdown delivers five new missions that expand upon the rich story as well as deliver new gameplay mechanics, characters, and weapons and a host of Quickplay modes. Gamers can also team up or go head-to-head in Showdown mode, which includes Deathmatch, Golden Cross and Texas Hold'Em poker gameplay modes via the PSP system's wireless network capabilities.

GUN Showdown will soon be available for the PSP(R) (PlayStation(R)Portable) system, for a suggested retail price of \$39.99, and is rated "M" ("Mature" - Blood and Gore, Intense Violence, Sexual Themes, Strong Language and Use of Alcohol) by the ESRB.

For more information on GUN Showdown, please visit <http://www.activision.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 \$1.47 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.

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, product delays, retail acceptance of our products, industry competition, rapid changes in technology and industry standards, protection of proprietary rights, litigation and an informal SEC inquiry, maintenance of relationships with key personnel, vendors and third-party developers, international economic and political conditions, integration of recently acquired subsidiaries and identification of suitable future acquisition opportunities. These important factors and other factors that potentially could affect the Company's financial results are described in our filings with the Securities and Exchange Commission, including the Company's most recent Annual report on Form 10-K and Quarterly Report on Form 10-Q. Readers of this press release are referred to such filings. The Company may change its intention, belief or expectation, at any time and without notice, based upon any changes in such factors, in the Company's assumptions or otherwise. The Company undertakes no obligation to release publicly any revisions to any forward-looking statements to reflect events or circumstances after the date hereof or to reflect the occurrence of unanticipated events.

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