



## **System 3 and Activision Set to Unleash Ferrari Challenge Trofeo Pirelli for PLAYSTATION (R)3 system, PlayStation(R)2 system, Wii(TM), and Nintendo DS(TM)**

SANTA MONICA, Calif., Jun 05, 2008 (BUSINESS WIRE) -- Activision, Inc. (Nasdaq: ATVI) announced today that it has signed a distribution deal with System 3 which will see the world's largest third-party publisher release the forthcoming Ferrari Challenge Trofeo Pirelli throughout North America. Ferrari Challenge Trofeo Pirelli will hit shelves late summer 2008 for PLAYSTATION(R)3 and PlayStation(R)2 computer entertainment systems, Wii(TM), and Nintendo DS(TM).

"Without a doubt, this is the defining Ferrari experience for video games," said Mark Cale, CEO at System 3. "It has been a collaboration with professionals on every level and we've truly captured the power, beauty, and excitement that is the Ferrari Challenge Series. This excitement is taken to a whole new level with the partnership of Activision's power within the North American marketplace."

"For the last sixty years Ferrari has been synonymous with precision, performance and elegant design, so expectations for the game will be high from auto enthusiasts and racing game fans alike," said Dave Oxford, Activision Publishing. "Everyone involved in Ferrari Challenge Trofeo Pirelli has been dedicated to ensuring this product over-delivers on the experience of this legendary brand."

Ferrari Challenge Trofeo Pirelli is a visual powerhouse with a racing style that is fast and accessible, yet the feel is more "sim" than arcade. It includes over 15 international racing circuits along with multiple gameplay modes such as Ferrari Challenge Seasons, Time Trial, Quick Race, and Endurance. Racing can be taken online with up to 16 players in a variety of challenges including circuits, hill climbs, and more.

Downloadable content will be continually released for the Ferrari Challenge Trofeo Pirelli community, and the official team and car rosters can be updated at the start of each season to reflect real-world lineups. Moreover, downloadable cars, tracks and customization options will be made available on a monthly basis to keep ravenous Ferrari fans satisfied.

System 3 and Activision will showcase Ferrari Challenge Trofeo Pirelli on PLAYSTATION(R)3 to the public for the first time at the Montreal Grand Prix from June 6th - 8th, 2008. There will be playable kiosks open to the all attendees in the Fan Zone.

For more information visit [www.fc.system3.com](http://www.fc.system3.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).

About System 3

System 3 has been part of the fabric of the video game industry since 1982 and is widely known as a company of innovation with a strong emphasis on creating compelling gameplay. The company, one of the last remaining independents, operates two key brands; System 3, a premium game publisher, and Play It, a budget game publisher. The company holds video game rights for properties including; Ferrari, Gottlieb, Williams and Epyx. System 3 produces game for the key hardware platforms including; Nintendo Wii, Nintendo DS, PlayStation(R)2, PLAYSTATION(R)3, PlayStation(R)Portable and Windows-based personal computers.

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.

(C)2008 Activision Publishing, Inc. Activision is a registered trademark of Activision Publishing, Inc.

"PlayStation", "PLAYSTATION" and "PS" Family logo are registered trademarks of Sony Computer Entertainment Inc.

Wii and Nintendo DS are trademarks of Nintendo. (C) 2006 Nintendo.

All other trademarks and trade names are the properties of their respective owners.

SOURCE: Activision, Inc.

Sandbox Strategies  
Kent Sewell, 212-213-2451 x231  
[kent@sandboxstrat.com](mailto:kent@sandboxstrat.com)

Copyright Business Wire 2008

News Provided by COMTEX