



Enemy Territory: QUAKE Wars Launches Full-Scale Attack on Retail Shelves

Award-Winning, Highly-Anticipated Multiplayer Shooter Available Now

SANTA MONICA, Calif., Oct 02, 2007 (BUSINESS WIRE) -- The battle for Earth has begun with the announcement that id(TM) Software's Enemy Territory: QUAKE Wars(TM) for Windows PC, published by Activision, Inc. (NASDAQ:ATVI), is available on North American store shelves now. Developed by Splash Damage and named one of the most-anticipated new games of 2007 by nearly a dozen publications from around the world, Enemy Territory: QUAKE Wars pits the armies of Earth's Global Defense Force (GDF) against the invading alien Strogg in the multiplayer strategic shooter that transports players to the front lines in this ultimate battle for the planet.

"Enemy Territory: QUAKE Wars is a new and unique approach to multiplayer combat. It combines team objectives with distinct player classes, cutting edge graphics, cool vehicles, and powerful deployables," said id Software CEO, Todd Hollenshead. "Whether your thirst is for the savior or domination of Planet Earth, Enemy Territory: QUAKE Wars is there to quench it."

Set within the expansive QUAKE universe in the year 2065, Enemy Territory: QUAKE Wars offers the ultimate in objective-based multiplayer action, either online or offline with computer controlled players. Up to 24 gamers can play online, electing to play as the human GDF or alien Strogg in one of five unique character classes. Employing an arsenal of weapons, vehicles and deployable armaments, players engage in an action-packed test of skill and coordinated teamwork through a series of combat objectives. Persistent character growth and achievements reward gamers for teamwork, while clearly defined mission and class objectives guide new players to meaningful contributions on the battlefield.

"Enemy Territory: QUAKE Wars represents Splash Damage's first full retail game and it would not have been possible if it weren't for the support of id Software, the incredible investment on behalf of the team members over these past four years and the dedication of such an active community around the Demo and the Betas," said Splash Damage Owner and Creative Director Paul Wedgwood. "We really can't thank fans enough for their incredible support and getting us this far. We can't wait to see the game on store shelves!"

Enemy Territory: QUAKE Wars delivers the most diverse battlefields, from real-world locations, including deserts, glaciers, mountains and countrysides. id Software's new MegaTexture rendering technology renders unprecedented large, highly-detailed and un-tiled outdoor environments all the way to the horizon. Outdoor dynamic lighting allows for every battle to be fought during day or night, with accurate simulation of shadows, atmosphere, vegetation, and weather.

Enemy Territory: QUAKE Wars for Windows PC is rated "T" by the ESRB and carries a suggested retail price of \$49.99 for the regular edition and \$59.99 for the Limited Collector's Edition.

The Limited Collectors Edition comes complete in a premium package with a bonus DVD featuring tons of additional items and content, including: 10 beautifully rendered, oversized collectible cards, highlighting select Strogg and GDF vehicles and deployables; a bevy of concept art and final artwork, as well as must-haves like exclusive ringtones.

Enemy Territory: QUAKE Wars is also in development at Nerve Software for the Xbox 360(TM) video game and entertainment system from Microsoft and at Activision Foster City for the PLAYSTATION(R)3 computer entertainment system.

To learn more about the game visit <http://www.enemyterritory.com/>.

About id Software

id - defined by Freud as the primal section of the human psyche; id Software, located in Mesquite, Texas, was founded in 1991. From inception to present day, id Software has relentlessly provided technical, design and artistic leadership as an independent game developer and technology provider. Transcending the games industry, id's iconic brands such as Wolfenstein, DOOM, QUAKE and Enemy Territory have become staples of popular culture for generations of gamers. More information on id Software can be found at www.idsoftware.com.

About Splash Damage Ltd.

Based in London, England, Splash Damage Ltd is an independently-owned game developer dedicated to online gaming, and

one of the leading Shooter developers in Europe. Splash Damage developed id Software's Wolfenstein: Enemy Territory, winning multiple 'Game of the Year' awards, and is now developing Enemy Territory: Quake Wars. Founded by Paul 'Locki' Wedgwood in 2001 with key members of the mod-making community, Splash Damage also contributed to DOOM 3 and Return to Castle Wolfenstein: Game of the Year Edition. For more information, visit www.splashdamage.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, Scandinavia, 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.

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