



## Activision to Present at the 2008 Morgan Stanley Technology Conference

SANTA MONICA, Calif., Feb 28, 2008 (BUSINESS WIRE) -- Activision, Inc. (Nasdaq:ATVI) today announced that Robert Kotick, Chairman and CEO of Activision Inc., will be presenting at the 2008 Morgan Stanley Technology Conference on Tuesday, March 4th at 1:00 p.m. (PT) at St. Regis Resort Monarch Beach in California.

Mr. Kotick's remarks will be broadcast over the Internet. To access the webcast, please log on to [www.activision.com](http://www.activision.com) or:

Presentation/1:00 p.m. (PT):

[http://www.corporate-ir.net/ireye/conflobby.zhtml?ticker=ATVI&item\\_id=1765971](http://www.corporate-ir.net/ireye/conflobby.zhtml?ticker=ATVI&item_id=1765971) (Due to its length, this URL may need to be copied/pasted into your Internet browser's address field. Remove the extra space if one exists.)

Please note that the presentation time is subject to change. Please contact the financial institution hosting the conference for additional details.

During the course of the presentation, Activision may make forward-looking statements regarding future events or the future financial performance of the company. We wish to caution you that these statements are only predictions and actual events or results may differ materially. We refer you to the company's last Form 10-K and Form 10-Q for a discussion of important risk factors that could cause the actual results to differ materially from those discussed during the course of the presentation.

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).

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. Activision generally uses words such as "outlook", "will", "could", "would", "might", "remains", "to be", "plans", "believes", "may", "expects", "intends", "anticipates", "estimate", "future", "plan", "positioned", "potential", "project", "remain", "scheduled", "set to", "subject to", "upcoming" and similar expressions to help identify forward-looking statements. 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, 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 recent acquisitions and the identification of suitable future acquisition opportunities the timing and successful completion of the combination of Vivendi Games with Activision, the combined companies' success in executing planned strategies and achieving assumed synergies and cost savings, and foreign exchange rate changes. Other such factors include additional risk factors identified in Activision's most recent annual report on Form 10-K and subsequent quarterly reports on Form 10-Q.

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 obligation to update any such forward-looking statements. 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.

SOURCE: Activision, Inc.

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