



Singularity™ Now Available on Store Shelves

New First Person Sci-Fi Action Title Weaponizes Time To Fight a World Altering Conspiracy

SANTA MONICA, Calif., June 29, 2010 /PRNewswire via COMTEX News Network/ -- Activision Publishing, Inc. (Nasdaq: ATVI) announced today that its eagerly-awaited new first-person action title **SINGULARITY(TM)** is now available across the globe. Published by Activision and created by acclaimed developer Raven Software, who is celebrating their 20th anniversary in videogames, **SINGULARITY**, throws players into the heart of a conspiracy that sends players hurtling through time.

"**SINGULARITY** seamlessly combines a heart-racing, story-driven experience with epic sci-fi combat and gameplay," said Brian Raffel, studio director, Raven Software. "This new title reflects our heartfelt passion to bring an all-new, fresh experience to the first person action community. We can't wait to take the action online!"

Thrust onto the mysterious Russian island base of Katorga-12, filled with Cold War secrets that threaten time itself, players must fight their way through an ever-shifting environment, haunted by time-ravaged creatures and mysteries. Armed with an arsenal of high-powered weapons and the Time Manipulation Device, players must contend with sudden time waves that hurl them back and forth between 1955 and the present day. In addition to a story-driven narrative, **SINGULARITY** offers players a unique multi-player experience, where Russian Special Forces with individual powers take on a team of creatures from another time including the powerful Radion, the gravity-defying Phase Tick and the time-altering Zek.

SINGULARITY is developed by Raven Software and is rated M (Mature) by the ESRB due to blood and gore, intense violence and strong language. **SINGULARITY** is available for Xbox 360(R) video game and entertainment system from Microsoft and PlayStation(R)3 computer entertainment system for a suggested retail price of \$59.99, and Windows PC for a suggested retail price of \$49.99.

About Raven Software

Founded in 1990 and based in Madison, Wisconsin, Raven Software boasts a state-of-the-art motion capture facility, 3D-scanning department, Foley sound recording studio, and a Hollywood-quality cinematics department. Refusing to be defined by creating games for a single genre, the studio focuses on a range of projects that push the conceptual and technological boundaries of the digital entertainment world. Raven is known for many hit titles, including *Marvel: Ultimate Alliance*, the *Soldier of Fortune* series as well as *Jedi Knight II*, *X-Men Origins: Wolverine*, and *Wolfenstein*.

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 maintains operations in the U.S., Canada, the United Kingdom, France, Germany, Ireland, Italy, Sweden, Spain, Norway, Denmark, the Netherlands, Australia, 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.

Cautionary Note Regarding Forward-looking Statements: Information in this press release that involves Activision Publishing'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 Publishing 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 identify forward-looking statements. Factors that could cause Activision Publishing'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 levels of Activision Publishing's titles, shifts in consumer spending trends, the impact of the current macroeconomic environment, the seasonal and cyclical nature of the interactive game market, Activision Publishing's ability to predict consumer preferences among competing hardware platforms, declines in software pricing, product returns and price protection, product delays, retail acceptance of Activision Publishing's products, adoption rate and availability of new hardware (including peripherals) and related software, industry competition including from used games and other forms of entertainment, litigation risks and associated costs, rapid changes in technology, industry standards, business models including online and used games, and consumer preferences, including interest in specific genres such as music, first-person action and massively multiplayer online games, protection of proprietary rights, maintenance of relationships with key personnel, customers, licensees, licensors, vendors, and third-party developers,

including the ability to attract, retain and develop key personnel and developers that can create high quality "hit" titles, counterparty risks relating to customers, licensees, licensors and manufacturers, domestic and international economic, financial and political conditions and policies, foreign exchange rates and tax rates, and the identification of suitable future acquisition opportunities and potential challenges associated with geographic expansion, and the other factors identified in the risk factors sections of Activision Blizzard's most recent annual report on Form 10-K and any subsequent quarterly reports on Form 10-Q. The forward-looking statements in this release are based upon information available to Activision Publishing and Activision Blizzard as of the date of this release, and neither Activision Publishing nor Activision Blizzard assumes any 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 the future performance of Activision Publishing or Activision Blizzard and are subject to risks, uncertainties and other factors, some of which are beyond its control and may cause actual results to differ materially from current expectations.

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