



## **Soldier of Fortune(R) Payback Assaults Retail Stores Nationwide**

MINNEAPOLIS, Nov 14, 2007 (BUSINESS WIRE) -- The Soldier of Fortune series debuts on the next-generation consoles with the release of Activision, Inc.'s (Nasdaq:ATVI) Soldier of Fortune(R) Payback, which is now available at retail stores nationwide. The game puts players into the role of an underground gun-for-hire, who battles through some of the world's most dangerous hotspots to defeat an extremist organization intent on throwing the world into global conflict.

"Soldier of Fortune Payback is an intense, high-octane action experience with a story that could be ripped from today's headlines," said David Oxford, Activision, Inc. "Leveraging the power of the next-gen consoles, the game delivers the grittiest and most brutal Soldier of Fortune experience yet."

Soldier of Fortune Payback thrusts players into adrenaline-pumping mercenary combat action after a routine escort mission goes horribly wrong. The game evolves the signature gameplay of its predecessors with refined controls, tension-packed warzones, and an enemy damage system that may be shocking even to experienced FPS players. Players are armed with an impressive arsenal of more than 30 weapons, including sub-machine guns, assault rifles, and projectile explosives, as they hunt down an insidious enemy that respects neither laws, nations, nor armies. The game also offers individual and team based online modes including: Death Match, Team Death Match, Elimination, Team Elimination, Capture the Flag and Demolition.

Soldier of Fortune(R) Payback is rated M for Mature and is now available for the Xbox 360(TM) video game and entertainment system from Microsoft for a suggested retail price of \$59.99 and the PC for \$39.99. Soldier of Fortune Payback will be available for PLAYSTATION(R)3 computer entertainment system on November 21 for \$59.99.

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).

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.

SOURCE: Activision, Inc.

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