



id Software's Wolfenstein™ to Co-Sponsor the 'Inglourious Basterds' Premiere

--Historic Gaming Franchise Set to Join Forces with Quentin Tarantino to Fight the Third Reich

SANTA MONICA, Calif., July 28, 2009 /PRNewswire-FirstCall via COMTEX News Network/ -- [Activision Publishing](#) (Nasdaq: ATVI) and id Software have signed-on for the highly-anticipated Wolfenstein to be a title sponsor of The Weinstein Company and Universal Pictures International's upcoming feature film by Quentin Tarantino, "Inglourious Basterds."

As an official sponsor, Activision will conduct a contest for two lucky winners to attend the "Inglourious Basterds" Hollywood premier at the historic Grauman's Chinese Theater on August 10. The prize pack includes two roundtrip tickets for a four day - three night stay in Los Angeles, two tickets to the premier and two tickets to the star-studded after party at Mondrian in West Hollywood. Check <http://www.GameSpot.com> for contest details, which begins today.

The assault on the Third Reich kicks-off with the newest chapter of the famed Wolfenstein franchise hitting U.S. store shelves on August 18, and a second wave continues the fight with "Inglourious Basterds" going nation-wide in theaters August 21.

About Wolfenstein

Wolfenstein brings the Nazi's dark obsession with the occult to life, by intertwining fast-paced, intense story-driven combat with a diverse sci-fi experience. As BJ Blazkowicz, a highly decorated member of the Office of Secret Actions (OSA), you are sent on a special mission into the heart of the Third Reich to investigate evidence that the SS hierarchy may possess a new and mysterious power. Wolfenstein is rated M for Mature and will be on store shelves August 18 on Xbox 360, PlayStation 3 and PC.

About Inglourious Basterds

In the first year of the German occupation of France, Shosanna Dreyfus (Melanie Laurent) witnesses the execution of her family at the hand of Nazi Colonel Hans Landa (Christoph Waltz). Shosanna narrowly escapes and flees to Paris where she forges a new identity as the owner and operator of a cinema. Elsewhere in Europe, Lieutenant Aldo Raine (Brad Pitt) organizes a group of Jewish American soldiers to perform swift, shocking acts of retribution. Later known to their enemy as "the basterds," Raine's squad joins German actress and undercover agent Bridget von Hammersmark (Diane Kruger) on a mission to take down the leaders of the Third Reich. Fates converge under a cinema marquis, where Shosanna is poised to carry out a revenge plan of her own.... Employing pulp and propaganda in equal measure, Quentin Tarantino's INGLOURIOUS BASTERDS weaves together the infamous, oppressed, real and larger-than-life stories of WWII.

About id Software

id Software, part of the ZeniMax Media Inc. family of companies, has provided technical, design and artistic leadership as a world-renowned game developer and technology innovator since its founding in 1991. id Software'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. id Software, Wolfenstein, DOOM, QUAKE, Enemy Territory and related logos are registered trademarks or trademarks owned by ZeniMax Media Inc.

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 Publishing maintains operations in the U.S., Canada, the United Kingdom, France, Germany, Ireland, Italy, Sweden, Spain, the Netherlands and Australia. More information about Activision and its products can be found on the company's website, www.activision.com.

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