



Activision Swings into Action with ``Pitfall: The Big Adventure" For Wii(TM)

SANTA MONICA, Calif., May 12, 2008 (BUSINESS WIRE) -- Activision, Inc. (Nasdaq: ATVI) announced today "Pitfall: The Big Adventure" for Wii(TM) is in development at Edge of Reality and will swing onto shelves this Fall. With more than 10 million Pitfall titles sold to date, Pitfall: The Big Adventure will introduce the franchise to a new generation of gamers while bringing a fresh Pitfall experience to long time fans.

"Pitfall is one of the most legendary franchises in the history of videogames, so we look forward to releasing a new version exclusively for Wii," said Dave Oxford, Activision Publishing. "What could be more fun than using the Wii Remote(TM) to swing on a vine over blood thirsty crocodiles as retro-cool Pitfall Harry?!"

Set in the Peruvian jungle, Pitfall: The Big Adventure combines the action of reptile dodging and vine swinging with clever puzzles. The game will feature over 60 levels spanning lush rainforests, creature-filled caves, and glacial mountains. Within these dynamic worlds, players will explore cavernous jungles, discover lost treasures, battle shamen, narrowly escape treacherous traps and outwit creatures using innovative, accessible game mechanics developed specifically to take advantage of the Wii motion sensing controls.

"Wii is a natural and perfect fit for a Pitfall game, and it's been fantastic to revolutionize this classic franchise through the application of the innovative Wii game mechanics. It's a completely new experience for the gamer," said Binu Philip, President, Edge of Reality.

Further information about Pitfall: The Big Adventure is available at www.activision.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, 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.

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

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