



Activision and Mattel Debut the Barbie(TM) as The Island Princess Video Game at Retailers Nationwide

MINNEAPOLIS, Nov 01, 2007 (BUSINESS WIRE) -- Activision, Inc. (Nasdaq:ATVI) announced today the release of the Barbie (TM) as The Island Princess video game to retail stores nationwide. Based on Mattel Entertainment's newest made-for-DVD movie, the video game allows players to relive their favorite movie moments as they take on the role of Princess Rosella(TM), the shipwrecked princess who is raised by a group of animal friends and rescued by the adventurous Prince Antonio(TM) from her tropical island.

"The Barbie as The Island Princess video game allows gamers to interact with everyone's favorite Barbie characters in an easy, pick-up and play experience," said David Oxford, General Manager, Activision, Inc. "Through a series of mini-games combined with music and locations from the movie, Barbie fans of all ages will journey from Princess Rosella's island home to the Prince's coastal castle in a fun-filled adventure everyone can enjoy."

The Barbie(TM) as The Island Princess video game delivers an immersive experience for casual and ardent Barbie(TM) fans alike, with seven playable characters and five re-created locations straight from the Barbie(TM) as The Island Princess made-for-DVD. Offering single player or multiplayer modes, the game features 28 exciting mini-games, allowing players to collect flowers, design and decorate dresses, and star-gaze with Prince Antonio(TM) on the ship deck. Additionally, the game contains unlockable content including special characters, costumes, additional movie footage and more.

The Barbie(TM) as The Island Princess video game, which is published by Activision Minneapolis, is available now on the Wii (TM) home video game system for a suggested retail price of \$39.99, and the PlayStation(R)2 computer entertainment system, the Nintendo DS(TM), the Game Boy(R) Advance, and PC for \$29.99. The game is rated "E" (Everyone) by the ESRB.

About Mattel

Mattel, Inc., (NYSE:MAT) (www.mattel.com) is the worldwide leader in the design, manufacture and marketing of toys and family products. The Mattel family is comprised of such best-selling brands as Barbie(R), the most popular fashion doll ever introduced, Hot Wheels(R), Matchbox(R), American Girl(R), Radica:(R) and Tyco(R) R/C, as well as Fisher-Price(R) brands, including Little People(R), Power Wheels(R) and a wide array of entertainment-inspired toy lines. Mattel is recognized as one of the 100 Most Trustworthy U.S. Companies by Forbes Magazine and is ranked among the 100 Best Corporate Citizens by CRO Magazine. Committed to ethical manufacturing practices, Mattel marks a 10-year milestone in 2007 for its ever-evolving Global Manufacturing Principles and focus on sustainable business practices. With global headquarters in El Segundo, Calif., Mattel employs more than 30,000 people in 43 countries and territories and sells products in more than 150 nations. Mattel's vision is to be the world's premier toy brands -- today and tomorrow.

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, Scandinavia, 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 our control and may cause actual results to differ materially from our current expectations.

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