



Call of Duty(R): World at War Enlists for New Battles

Expanding Its Theater of Operations to the Pacific, Latest Title in Hit Franchise Poised to Re-Define the WWII Experience

SANTA MONICA, Calif., Jun 23, 2008 (BUSINESS WIRE) -- Leave your packs and bring extra ammo, Activision, Inc. (Nasdaq:ATVI) (<http://www.activision.com/>) and Treyarch, announced today that they will be taking Call of Duty players deep into the South Pacific and European theaters this fall for Call of Duty: World at War(tm), a gritty fight that will pit players against enemies that know no surrender and show no mercy. Utilizing the Call of Duty 4(r): Modern Warfare engine, Call of Duty: World at War throws out the rulebook of war to transform WWII combat through a new enemy, new tactics and an uncensored experience of the climatic battles that gripped a generation. As U.S. Marines and Russian soldiers, players will employ new features like cooperative gameplay, and weapons such as the flamethrower in the most chaotic and cinematically intense experience to date.

"With Call of Duty: World at War, we're re-defining what it means to play a WWII game," said Mark Lamia, Studio Head for Treyarch. "We're excited to give players a host of new enemies that employ entirely new tactics, as well as new, groundbreaking tools - like co-op and the flamethrower - to succeed in the epic fight."

Call of Duty: World at War introduces co-operative play, bringing fresh meaning to the "No One Fights Alone" mantra with up to four-players online for Xbox 360, PS3 and PC, or two-player local split-screen on consoles. Nintendo Wii will also support a unique co-op mode for two players. For the first time ever players will experience harrowing single-player missions together for greater camaraderie and tactical execution. The co-op campaign allows players to rank up and unlock perks in competitive multiplayer by completing challenges and earning experience points, adding continuous re-playability and team-based gameplay. Whether playing competitively or cooperatively - if players are online with Call of Duty: World at War - they will always gain experience points. Based on a player's experience rank and rank of the player's friends, Call of Duty: World at War will scale dynamically to provide a deeper level of challenge.

Call of Duty: World at War is in development for the Xbox 360(r) video game and entertainment system from Microsoft, PLAYSTATION(r)3 computer entertainment system, Nintendo(r) Wii(tm) and Games for Windows(r). The title is scheduled for release this fall and has not yet been rated by the ESRB.

For more information and exclusive updates about Call of Duty: World at War, visit www.callofduty.com (<http://www.callofduty.com/>).

About Activision

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 \$2.9 billion for the fiscal year ended March 31, 2008.

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 website, 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 "outlook", "will," "remains," "to be," "plans," "believes", "may", "expects," "intends," and similar expressions. 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, but are not limited to, sales of Activision's titles in its fiscal year 2009, 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, domestic and international economic, financial and political conditions, foreign exchange rates, integration of recent acquisitions and the identification of suitable future acquisition opportunities, the timing and successful completion of the

combination of Activision and Vivendi Games, the combined company's success in integrating the operations of Activision and Vivendi Games in a timely manner, or at all, and the combined company's ability to realize the anticipated benefits and synergies of the transaction to the extent, or in the timeframe, anticipated. Other such factors include 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 historical stock option granting practices by Activision and its board of directors, the finalization of the tentative settlement of the SEC's formal investigation and final court approval of the proposed settlement of 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, and the possibility that additional claims and proceedings will be commenced, including additional action by the SEC and/or other regulatory agencies, and other litigation unrelated to stock option granting practices and any additional risk factors identified in Activision's most recent annual report on Form 10-K and quarterly reports on Form 10-Q and the definitive proxy statement filed on June 6, 2008 in connection with the proposed transaction with Vivendi. 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 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 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.

(c) 2007 Activision Publishing, Inc. Activision and Call of Duty are registered trademarks and World at War is a trademark of Activision Publishing, Inc. All rights reserved.

Xbox, Xbox 360, Xbox Live, Windows and Games for Windows are either registered trademarks or trademarks of Microsoft Corporation.

PLAYSTATION is a registered trademark of Sony Computer Entertainment Inc.

All other trademarks and trade names are the properties of their respective owners.

SOURCE: Activision, Inc.

Activision, Inc.
John Rafacz
PR Manager
310-255-2000 (x5207)
jrafacz@activision.com

Copyright Business Wire 2008

News Provided by COMTEX