Activision Publishing and Twentieth Century Fox Licensing & Merchandising Announce the Release of Percy Jackson & The Olympians: The Lightning Thief for Nintendo DS™

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MINNEAPOLIS, Feb 11, 2010 /PRNewswire via COMTEX News Network/ -- Activision Publishing, Inc. (Nasdaq: ATVI) and Twentieth Century Fox Licensing & Merchandising (Fox Licensing) today announced the North American release of the *Percy Jackson & The Olympians: The Lightning Thief* video game for Nintendo DS(TM). The thrilling and addictive tactical role-playing game is based on Rick Riordan's acclaimed book series and 20th Century Fox's eagerly anticipated movie *Percy Jackson & The Olympians: The Lightning Thief*, which arrives in theaters February 12, 2010.

Based on the first novel in the best-selling book series, *Percy Jackson & The Olympians: The Lightning Thief* is set in a modern world where the twelve gods of Mount Olympus are alive and Percy Jackson, the teenage son of Poseidon, is suspected by Zeus of stealing his lightning bolt, the universe's most powerful weapon. Percy must prove his innocence, save his mother, and avoid a devastating war among the gods.

"It's wonderful to see this magical saga brought to life in gamers' hands," said David Oxford, Activision Publishing. "The game's impressive visuals and strategic gameplay does justice to the larger than life contemporary mythological world in which the book and movie take place."

Gary Rosenfeld, Senior Vice President of New Media Licensing for Fox Licensing added, "Fans of the book series and those about to become fans of the film are going to have a great time playing this game."

Players will need to employ all the spells and strategies at their disposal as they lead Percy and his friends, Annabeth and Grover, through every exciting scenario. As they overcome enemies they will grow more powerful and learn new skills to aid them as they search for the lost lighting bolt. Planning which team member to take into battle is key to survival - certain combinations of characters boost their effectiveness.

Percy Jackson & The Olympians: The Lightning Thief is now available for Nintendo DS(TM) at the retail price of $29.99. For more information please visit www.activision.com.

About Twentieth Century Fox

Twentieth Century Fox Film Corporation is a unit of Fox Filmed Entertainment (FFE) - both subsidiaries of News Corporation. As one of the world's largest producers and distributors of motion pictures, Fox Filmed Entertainment produces, acquires and distributes motion pictures throughout the world. These motion pictures are produced or acquired by the following units of FFE: Twentieth Century Fox, Fox 2000 Pictures, Fox Searchlight Pictures, Fox International and Twentieth Century Fox Animation.

About Fox Licensing & Merchandising

A recognized industry leader, Twentieth Century Fox Licensing and Merchandising licenses and markets properties worldwide on behalf of Twentieth Century Fox Film Corporation, Twentieth Television and Fox Broadcasting Company, as well as third-party lines. The division is aligned with Twentieth Century Fox Television, one of the top suppliers of primetime entertainment programming to the broadcast networks.

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 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 Publishing'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. Activision Publishing generally uses words such as "outlook", "will," "could," "would," "might," "remains," "to be," "plans," "believes", "may", "expects," "intends," "anticipates," "estimate," future," "plan," "positioned," "potential," "project," "remain," "scheduled," "set to," "subject to," "upcoming" and similar expressions to help identify forward-looking statements. Factors that could cause Activision Publishing'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 Publishing's titles, shifts in consumer spending trends, the seasonal and cyclical nature of the interactive game market, Activision Publishing'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 Publishing'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, litigation against Activision Publishing, maintenance of relationships with key personnel, customers, vendors and third-party developers, domestic and international economic, financial and political conditions and policies, foreign exchange rates, integration of recent acquisitions and the identification of suitable future acquisition opportunities, Activision Blizzard's success in integrating the operations of Activision Publishing 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 additional risk factors identified in Activision Blizzard's most recent annual report on Form 10-K and any subsequent quarterly reports on Form 10-Q. The forward-looking statements in this release are based upon information available to Activision Publishing and Activision Blizzard as of the date of this release, and neither Activision Publishing nor Activision Blizzard assumes any 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 Publishing or Activision Blizzard 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.

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