



Grab the Wheel and Demolish the Competition in Monster Jam(R) Now at Retail Stores Nationwide

MINNEAPOLIS, Nov 15, 2007 (BUSINESS WIRE) -- Rev your engines! Monster truck super-stardom awaits with the release of Activision, Inc.'s (NASDAQ:ATVI) Monster Jam(R) video game. Based on the world's leading monster truck series, Monster Jam thrusts players into the driver's seat of all their favorite monster trucks to compete in intense stadium racing, stadium freestyle, and outdoor battles, as well as the quest to qualify for the world finals in Las Vegas and be crowned the Monster Jam world champion.

"If you've never attended a Monster Jam show or witnessed one on television, the heart-pounding action of monster truck racing is a truly exhilarating experience," said David Oxford, Activision, Inc. "In Monster Jam, players can assume the role they've been fantasizing about for years by stepping into 20 of the world's most famous monster trucks and desolating all opponents on their way to the top."

Monster Jam allows players to compete in authentic Monster Jam stadium events and drive the biggest and baddest monster trucks in the sport, including Grave Digger(R), Maximum Destruction(R), Monster Mutt(R), El Toro Loco(R) and Blue Thunder (R). Additionally, the game features destructible environments and lifelike physics in over 20 indoor and outdoor race tracks, offering single or multiplayer modes for split-screen mayhem. Total destruction is sure to follow as players crush cars, catch massive air, and perform death-defying stunts on their way to become the ultimate Monster Jam world champion.

Monster Jam, which is published by Activision Minneapolis, is available now on the Xbox 360(R) video game and entertainment system from Microsoft for a suggested retail price of \$49.99 and the PlayStation(R)2 computer entertainment system, Windows PC for and the Nintendo DS(TM) for \$29.99. The game will also be available on the Wii(TM) home video game system for \$49.99 on November 21, 2007. The game is rated "E" (Everyone) by the ESRB.

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.

About Monster Jam(R)

Monster Jam(R) owned by Live Nation, is the world's leading monster truck tour. With more than 250 live performances a year at the world's premier stadiums and arenas domestically and internationally, Monster Jam features world-renowned marquee monster trucks, including Grave Digger(R), Maximum Destruction(R), Blue Thunder(R), El Toro Loco(R), Monster Mutt(R) and Captain's Curse(TM) while attracting over four million fans a year. The Thunder National series is the non-dirt monster truck tour that runs in conjunction with Monster Jam and is sanctioned by the USHRA. For more information on Monster Jam and Thunder Nationals, log on to www.MonsterJamOnline.com.

Live Nation is the world's largest live music company. Our mission is to inspire passion for live music around the world. We are the largest promoter of live concerts in the world, the second-largest entertainment venue management company and have a rapidly growing online presence. We create superior experiences for artists and fans, regularly producing tours for the biggest superstars in the business, including The Rolling Stones, Barbra Streisand, Madonna, U2 and Coldplay. Globally, we own, operate, have booking rights for and/or have an equity interest in more than 160 venues, including House of Blues(R) music venues and prestigious locations such as The Fillmore in San Francisco, Nikon at Jones Beach in New York and London's Wembley Arena. Our websites collectively are the second most popular entertainment/event websites in the United States, according to Nielsen//NetRatings. In addition, we also produce, promote or host theatrical, specialized motor sports and other live entertainment events. In 2006, we connected nearly 60 million fans with their favorite performers at approximately 26,000 events in 18 countries around the world. Headquartered in Los Angeles, California, Live Nation is listed on the New York Stock Exchange, trading under the symbol "LYV." For more information regarding Live Nation and its businesses or concerts near you, please visit our website at www.livenation.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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