



MTV'S Pimp My Ride(R) Ships to Retail Stores Nationwide

MINNEAPOLIS, Dec 05, 2006 (BUSINESS WIRE) -- High-RPM racing meets outrageous car customization with MTV's Pimp My Ride(R), available now from Activision Publishing, Inc., a wholly owned subsidiary of Activision, Inc. (Nasdaq:ATVI). Players will join MTV host and hip-hop star Xzibit as they rip through Pimp City in their quest to transform broken down hoopties into pimped out rides for pride and respect.

"Pimp My Ride allows gamers to experience all the fun of MTV's popular television program with a heart-pounding racing element," said David Oxford, Activision Publishing, Inc. "Players can roll with Xzibit as they test both their customization and driving skills by creating and racing the coolest rides in authentic neighborhoods and dynamic environments with tons of suppliers and hundreds of parts."

"We are thrilled to bring the signature style from our hit show, Pimp My Ride, to the world of video games," said Tony Calandra, Senior Director, MTV Games. "It is great for us to see the evolution of the franchise that helped to put car customization and culture on the map, and now fans of Pimp My Ride will be able to experience and enjoy it from their own homes in an exciting and fun, new way."

Pimp My Ride thrusts gamers into the world of Pimp City. Here, bling is king, and speed is everything. With Xzibit lending some tracks from his recently released CD, the game has a true MTV generation backdrop of urban music, art and sound where players step into the role of modification master to customize cars into the most banging whips while redlining them through the streets. Players pick the mods, hooking up everything from tires and rims to bumpin' subwoofers and flat panel TVs to transform the worst broken down beaters into pimped out masterpieces. Style skills are put to the ultimate test and completed cars are then raced in the streets to gain priceless bragging rights and credibility in their neighborhoods. Players can navigate free-roam environments, earning respect with flossed out rides in five unique boroughs such as New Wave Beach, Hip-Hop Heights and Downtown Metro.

Pimp My Ride is available now for the PlayStation(R)2 computer entertainment system for a suggest retail price of \$39.99 and available December 5 on the Xbox 360(TM) video game system from Microsoft for a suggested retail price is \$49.99. The game has been rated "T" ("Teen") by the ESRB for all versions.

About Activision, Inc.

Headquartered in Santa Monica, Calif., Activision, Inc. is a leading worldwide developer, publisher and distributor of interactive entertainment and leisure products. Founded in 1979, Activision posted net revenues of \$1.47 billion for the fiscal year ended March 31, 2006.

Activision maintains operations in the U.S., Canada, the United Kingdom, France, Germany, Italy, Japan, Australia, Sweden, Spain, the Netherlands 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 MTV Games

MTV Games is dedicated to producing and marketing unique interactive entertainment experiences that resonate with MTV's audience. Through strategic partnerships with a range of videogame publishers and independent developers, MTV Games creates, supports and participates in the success of a diverse slate of innovative console, handheld and PC titles for both hardcore and casual gamers. Titles released under these partnerships receive multi-platform promotion across MTV's properties worldwide, including MTV, mtv2, mtvU and mtv.com, leveraging MTV's unique brand and marketing capabilities to maximize sales. In addition, MTV Games collaborates with its partners on soundtracks, in-game advertising sales and development of complementary television programming.

The statements made in this press release that are not historical facts are "forward-looking statements." These forward-looking statements are based on current expectations and assumptions that are subject to risks and uncertainties. The Company cautions readers of this press release that a number of important factors could cause Activision's actual future results to differ materially from those expressed in any such forward-looking statements. Such factors include, without limitation, product delays, retail acceptance of our products, industry competition, rapid changes in technology and industry standards, protection of proprietary rights, litigation and an informal SEC inquiry, maintenance of relationships with key personnel, vendors and third-party developers, international economic and political conditions, integration of recently acquired subsidiaries and identification

of suitable future acquisition opportunities. These important factors and other factors that potentially could affect the Company's financial results are described in our filings with the Securities and Exchange Commission, including the Company's most recent Annual report on Form 10-K and Quarterly Report on Form 10-Q. Readers of this press release are referred to such filings. The Company may change its intention, belief or expectation, at any time and without notice, based upon any changes in such factors, in the Company's assumptions or otherwise. The Company undertakes no obligation to release publicly any revisions to any forward-looking statements to reflect events or circumstances after the date hereof or to reflect the occurrence of unanticipated events.

SOURCE: Activision Publishing, Inc.

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