



Activision Forms Partnership with Audiokinetic, Inc.

Company to Integrate Wwise(R), WaveWorks Interactive Sound Engine(R), into Global Development Studios

SANTA MONICA, Calif., Oct 25, 2007 (BUSINESS WIRE) -- Furthering its commitment to bring high definition sound to next-generation video games, Activision, Inc. (Nasdaq:ATVI) today announced an agreement with Audiokinetic, Inc. to integrate the WaveWorks Interactive Sound Engine (Wwise) into select titles across the company's global development studios. The Wwise technology will allow Activision to streamline audio production across multiple platforms, enhance sound and music interactivity, and deliver a more immersive, higher fidelity audio experience to the company's next-generation titles.

"Activision is committed to leveraging the full audio capabilities of the next-generation consoles to dramatically improve the quality of audio in video games," states Adam Levenson, Director of Audio for Activision. "Our partnership with Audiokinetic will allow us to overcome many of the technical difficulties in managing the production pipeline for audio and will ensure that the sound the consumer hears will be as immersive and interactive as the sound designer intended it."

"Activision is a world leader in the industry, developing and publishing games that set landmarks," says Genevieve Laberge, VP Sales, Audiokinetic. "We're very excited that they chose Wwise as their preferred audio solution and to participate in the development of the tremendous games Activision creates."

About Audiokinetic

Audiokinetic provides powerful and flexible audio solutions for the video game industry. Wwise, Audiokinetic's award winning audio pipeline solution, is setting new standards in audio production. This cost-efficient middleware increases productivity and simplifies the development process, giving game developers the flexibility, toolsets, and workflow necessary to dramatically advance the gaming experience.

Audiokinetic is headquartered in Montreal, QC, Canada. www.audiokinetic.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 \$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.

SOURCE: Activision, Inc.

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