



Blur™ Features Innovative In-Game Facebook® Integration

Bizarre Creations' Powered-up Racer Allows Players to Connect with Friends Through Facebook Straight from the Game's Unique 'Share' Functionality

SANTA MONICA, Calif., May 21, 2010 /PRNewswire via COMTEX News Network/ -- Activision Publishing, Inc.'s (Nasdaq: ATVI) highly-anticipated racing title **Blur**(TM) will deliver a new level of social interaction to gamers later this month by allowing fans to challenge their friends and share achievements directly from inside the game through Facebook.

By seamlessly integrating an innovative "Share" button, **Blur** lets players choose to light up the competition in both single and multi-player modes by sending game challenges to friends and posting in-game photos, racing stats, unlockable items and much more on their Facebook pages.

"**Blur**'s innovative integration with Facebook makes it easy for players to interact with their real friends to share game play, emotions, and the racing experience," said Dan Rose, Vice President of Partnerships and Platform Marketing, Facebook. "**Blur** is leading the next generation of console games integrating with Facebook to make gaming more social for our more than 400 million users."

"**Blur** is the first multi-platform videogame that connects the television to Facebook, and for the first time, videogame audiences on the Xbox 360, PlayStation 3 and PC will be able to link their console gameplay to their network of friends," said Robert Kotick, CEO, Activision Blizzard. "Facebook has become a fantastic platform for videogames and **Blur** elevates it even further."

Blur is the ultimate powered-up racing experience, where players collect addictive and intense Power-ups throughout each course, including the ability to blast other cars out of the way with huge bursts of energy, boost speed with Nitros, drop Mines and even generate defensive shields to fend off other racers. **Blur** offers online multiplayer supporting competitive and cooperative gameplay for up to 20 racers, including team racing and objective based events, and also supports 4-player split-screen. For more information on **Blur**, please visit the official game web site located at www.blurthegame.com, and check-out **Blur** on Facebook at www.facebook.com/blurthegame.

Blur is scheduled for release nationwide May 25th for the Xbox 360(R) video game and entertainment system from Microsoft, PLAYSTATION(R)3 computer entertainment system, and the PC, and is rated "E10+" by the ESRB.

About Bizarre Creations

Bizarre Creations is a video game developer based in Liverpool, England. Established in 1994, the company is famed for such high profile franchises as **Formula 1**, **Fur Fighters**, **Geometry Wars**, **The Club**, and the **Project Gotham Racing** series. With 200+ staff working out of a custom-built development studio, the company now simultaneously develops several next-gen projects across various platforms. They can be found online at www.bizarrecrations.com.

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, Norway, Denmark, the Netherlands, Australia, Russia, Japan, South Korea, China and the region of Taiwan. More information about Activision and its products can be found on the company's website, www.activision.com.

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