



Activision Enlists Talent From Upcoming Feature Film for the Ice Age™: Dawn of the Dinosaurs Video Game

--Ray Romano, John Leguizamo, Queen Latifah and Josh Peck Reprise Their Film Roles in All-New Ice Age Game

SANTA MONICA, Calif., June 1, 2009 /PRNewswire-FirstCall via COMTEX News Network/ -- The talent from Twentieth Century Fox's highly anticipated Ice Age(TM): Dawn of the Dinosaurs feature film will reprise their roles in the upcoming video game from [Activision Publishing, Inc.](#) (Nasdaq: ATVI). The game features the voices of Ray Romano, John Leguizamo, Queen Latifah and Josh Peck as members of an unlikely herd of prehistoric pals on a rescue mission across the tundra and beyond as they meet new friends and discover a mysterious world teeming with lush vegetation and fierce dinosaurs.

"The actors have brought life and familiarity to these admired prehistoric Ice Age characters," said Rob Kostich, head of marketing for licensed properties, Activision Publishing, Inc. "Their presence in the game brings authenticity to the experience, immersing players in the Ice Age movie universe."

For the first time in an Ice Age game, players take on the roles of multiple characters such as big-hearted Manny the mammoth (Romano), the earnest but goofy Sid the sloth (Leguizamo), Diego the saber-toothed tiger, fan favorite Scrat and more. Gamers also get gameplay tips from the wacky possum duo, Crash and Eddie (Peck), and Ellie the mammoth (Latifah). Each character features its own strengths and abilities, resulting in a wide variety of gameplay experiences as players work through more than 15 action-packed levels. Players can also team up with friends and family in eight competitive multiplayer mini-games, another first for the game franchise.

The Ice Age: Dawn of the Dinosaurs video game is being developed by Eurocom for the Xbox(R) 360 video game entertainment system from Microsoft, Games for Windows(R), Wii, the PLAYSTATION(R)3 computer entertainment system and the PlayStation(R)2 computer entertainment system. The Nintendo DS version is being developed by Artificial Mind & Movement.

The console and Games for Windows versions are rated "E10+" (Cartoon Violence) and DS is rated "E" (Mild Cartoon Violence) by the ESRB. The Ice Age: Dawn of the Dinosaurs video game will debut at retail outlets nationwide this summer.

For more information on the Ice Age: Dawn of the Dinosaurs video game, please visit www.IceAgeGame.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 Publishing 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 Publishing and its products can be found on the company's website, www.activision.com.

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