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MINNEAPOLIS, Sep 28, 2005 (BUSINESS WIRE) -- The lovable moles from one of the world's most popular arcade games, Whac-A-Mole®, are popping up on the Nintendo DS™ and Game Boy® Advance handheld systems. Available now from Activision Publishing, Inc., a wholly-owned subsidiary of Activision, Inc. (Nasdaq:ATVI), Whac-A-Mole enlists players to whac, zap and crush 10 new challenging breeds of moles including Pilot Moles that fly planes, Racer Moles that drive cars, Ninja Moles that attack with throwing stars, Soldier Moles that shoot bazookas and Electric Moles that try to shock gamers throughout seven unique worlds.

"Whac-A-Mole for the handhelds captures the addictive and frenetic action of the popular arcade game and puts it in the palms of players' hands," states Dave Oxford, Activision Publishing, Inc. "By taking advantage of the latest technologies, the game comes to life with vibrant graphics, special particle effects and entertaining character animations, to deliver hours of fun to gamers of all ages."

"We are thrilled with the new Whac-A-Mole Nintendo DS & Game Boy Advance," said Mike Lane, CFO of Bob's Space Racers, which owns the Whac-A-Mole property. "Activision's successful track record with other iconic brands makes them a great partner for the moles to break new ground."

Both the Nintendo DS and Game Boy Advance versions of Whac-A-Mole feature two modes of play -- Arcade Mode, where players race against the clock to complete goals in a world that is layered with power-ups, combats and challenging mole enemies and Quickplay mode, which allows players to customize their experience by choosing from game types, number of rounds and difficulty levels, resulting in a randomly generated mix of puzzle and arcade levels.

Additionally, exclusive to the Nintendo DS, is a Puzzle Mode that challenges players to complete puzzles based on patterns, types of moles and time. The Game Boy Advance version features a Classics mode, featuring such mini games as Tic-Tac-Toe and other favorites.

Whac-A-Mole is currently available for the Game Boy® Advance for a suggested retail price of \$19.99 and the Nintendo DS™ for a suggested retail price of \$29.99 and has been rated "E" (Everyone) by the ESRB.

About Activision Publishing, Inc.

Headquartered in Minneapolis, MN, Activision Publishing, Inc. is a wholly-owned subsidiary of Activision, Inc. (Nasdaq:ATVI). The company specializes in developing interactive entertainment software for PC and gaming console markets worldwide. For more information about Activision Value Publishing, visit the company's web site at www.activisionvalue.com.

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SOURCE: Activision Publishing, Inc.

Activision Value Publishing, Inc.
Andy Koehler, 952-918-9414
akoehler@activisionvalue.com