



Activision's Unrelenting Desert Racing Game SCORE International(R) Baja 1000(TM) to Kick up Dust This Fall

SANTA MONICA, Calif., May 28, 2008 (BUSINESS WIRE) -- Activision, Inc. (Nasdaq: ATVI) today announced that it will be releasing the official SCORE International(R) Baja 1000(TM) video game version of the world's most grueling off-road race. SCORE International(R) Baja 1000(TM) recreates the unforgiving conditions and blistering speeds that make this event the most recognized and entertaining off-road racing event in the world. Developed by Left Field Productions, the game will be available this fall for the PlayStation(R)2 and PLAYSTATION(R)3 computer entertainment systems, Xbox 360(R) video game and entertainment system from Microsoft, Wii(TM) and Windows-based PC.

"No race demands more endurance of both man and machine than the Baja 1000," said Sal Fish, President and CEO of Score International, the world's leading desert racing organization. "In consulting Activision for a video game version, we meticulously explained what's needed to capture the intensity of the Baja. They've nailed not only the look but also the elements of true desert racing."

Sporting over 90 vehicles across multiple classes in the real Baja 1000 - including trophy trucks, class I, motorcycles, ATVs and more - the game challenges players to not only be first across the finish line, but also keep their machine intact! Hyper-realistic dirt and damage modeling in the game means players need to be crazy enough to take chances, but not so reckless that their vehicle is destroyed before the race is over.

"In creating SCORE International(R) Baja 1000(TM), our goal was to create something true to the sport that made you feel the speed and heart-pounding conditions," said Dave Oxford, Activision Publishing. "Players will see potential shortcuts on the tracks, but wonder if their vehicle can handle it. That's a conundrum every driver on the Baja 1000 faces."

For more information visit www.activision.com.

About Activision, Inc.

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, Sweden, 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.

About SCORE International

SCORE International, based in Los Angeles and founded in 1973, is the world's leading desert racing organization. SCORE produces the annual six-race SCORE Desert Series, which includes three races in Baja California, Mexico and three in Southern Nevada. SCORE offers 24 Pro and 5 Sportsman classes in the desert. For more information regarding SCORE, contact SCORE at its Los Angeles headquarters 818.225.8402.

www.score-international.com.

About Left Field Productions

Left Field Productions is a developer of videogames for the latest platforms, with an 11 year history of developing great titles such as ExciteBike64, NBA Courtside, Backyard Football, and MTX Mototrax.

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.

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SOURCE: Activision, Inc.

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