



Activision Value Publishing, Inc. to Distribute Big Fish Games; Three Successful Online Titles Selected for Retail

MINNEAPOLIS, Jul 31, 2006 (BUSINESS WIRE) -- Activision Value Publishing, Inc., a wholly-owned subsidiary of Activision, Inc. (Nasdaq:ATVI), has entered into a distribution agreement with Big Fish Games(TM) under which Activision will be the exclusive distributor of three titles for the PC CD-ROM.

Under the terms of the agreement, Activision Value will distribute boxed versions of Fish Tycoon, Mystery Case Files: Huntsville and Mystery Case Files: Prime Suspects. The Mystery Case Files franchise is one of the best selling casual games franchises in the industry. MCF: Huntsville will hit retail shelves in September followed by MCF: Prime Suspects for a suggested retail price of \$19.99. Games are rated "E" for Everyone by ESRB.

"Big Fish Games is a leader in the casual downloadable market with multiple top sellers, including the best selling franchise ever in Mystery Case Files, so to have the opportunity to team up with them on these PC games will only strengthen our division," said Tim Flaherty, VP of Sales for Activision Publishing, Inc.

"The partnership between Activision, with its dedication to providing customers with great games and Big Fish Games Studios, which produces exceptionally high quality content, should result in great gains for both companies," Flaherty added.

"We were very careful in moving into retail, and wanted the perfect partner who could take our hit casual games forward on CD ROM with the greatest reach and focus," said Paul Thelen, CEO of Big Fish Games. "Activision understands the market for our games and is allowing us to cooperatively educate the key retailers about the rapidly growing opportunity that exists with the casual 'games for the rest of us' category."

About Big Fish Games

Big Fish Games, Inc., a developer, publisher, and distributor of casual, family-friendly games, has one of the biggest and highest-quality game catalogs on the Internet with more than 300 titles, a global network reach of over 25 million monthly unique users, and distribution partners such as Viacom and NBC. Through the efforts of a network of more than 350 game development partners, Big Fish Games offers consumers "A New Game Every Day" and makes acquiring and playing Internet-delivered downloadable and online games a safe, easy, and reliable experience. Big Fish Games has emerged as one of the world's largest casual game destinations, and one of the ten fastest growing web sites in the U.S. as measured by unique monthly users via comScore Media Metrix traffic reports.

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 \$1.47 billion for the fiscal year ended March 31, 2006.

Activision maintains operations in the U.S., Canada, the United Kingdom, France, Germany, Italy, Japan, Australia, Scandinavia, Spain and the Netherlands. 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.

The statements made in this press release that are not historical facts are "forward-looking statements." These forward-looking statements are based on current expectations and assumptions that are subject to risks and uncertainties. The Company cautions readers of this press release that a number of important factors could cause Activision's actual future results to differ materially from those expressed in any such forward-looking statements. Such factors include, without limitation, product delays, retail acceptance of our products, industry competition, rapid changes in technology and industry standards, protection of proprietary rights, maintenance of relationships with key personnel, vendors and third-party developers, international economic and political conditions, integration of recently acquired subsidiaries and identification of suitable future acquisition opportunities. These important factors and other factors that potentially could affect the Company's financial results are described in our filings with the Securities and Exchange Commission, including the Company's most recent Annual report on Form 10-K and Quarterly Report on Form 10-Q. Readers of this press release are referred to such filings. The Company may change its intention, belief or expectation, at any time and without notice, based upon any changes in such factors, in the Company's assumptions or otherwise. The Company undertakes no obligation to release publicly any revisions to any forward-looking statements to reflect events or circumstances after the date hereof or to reflect the occurrence of unanticipated events.

SOURCE: Activision Value Publishing, Inc.

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