



Activision's Shrek the Third(TM) Video Game Ships to Retail

SANTA MONICA, Calif., May 14, 2007 (BUSINESS WIRE) -- The wait is over with the announcement that the Shrek(R) the Third(TM) video game from Activision, Inc. (Nasdaq:ATVI) has shipped to retail stores nationwide. The fate of Far Far Away is in gamer's hands as they assume the role of their favorite characters from the film - Shrek(R), Donkey, Fiona, Puss-in-Boots, Artie and Sleeping Beauty - and embark on an all-new adventure to save the land from the clutches of the evil Prince Charming. The Shrek the Third video game is based on DreamWorks Animation's highly anticipated feature film, which opens on May 18.

"Activision's Shrek the Third game captures the film's signature humor as it takes gamers on a grand journey featuring original characters and storylines created exclusively for the game," said Kim Salzer, Vice President of Global Brand Management, Activision Publishing. "Players will enjoy hours of fun and engaging gameplay as they travel through the Shrek universe in 20 action-filled levels and encounter a cast of twisted fairy tale characters such as Pinocchio, Prince Charming and a dim-witted Cyclops."

Shrek the Third the video game takes players on an epic journey through magical worlds while mastering each character's special moves and abilities, battling villains, gathering collectibles and joining friends to complete challenging mini-games in either single-player or two-player multiplayer modes. The game also introduces two new playable characters from the movie - Fiona's rebellious cousin Artie and her fellow fairy tale princess Sleeping Beauty.

The Nintendo DS(TM) and Game Boy(R) Advance versions of the Shrek the Third video game offer players unique gameplay experiences. The Nintendo DS version is the first DS game to offer wireless cooperative multiplayer gameplay through all levels. Told from Donkey's point of view, the Nintendo DS game allows players to assume the roles of Shrek, Puss-in-Boots and newcomer Artie, and journey beyond Far Far Away with the help of Merlin's magic wand. Shrek and friends must work together to solve puzzles and defeat enemies while overcoming a band of Prince Charming's henchmen.

The Game Boy Advance version closely follows the storyline of the movie as the characters complete great quests that end with them saving Far Far Away from the villainous Prince Charming.

Additionally, the game features a bonus sneak peek at Bee Movie Game, based on the upcoming animated feature from DreamWorks Animation which releases in November 2007.

The Shrek the Third video game is available now for the Xbox 360(TM) video game system from Microsoft and the Wii(TM) for a suggested retail price of \$49.99, the PlayStation(R)2 computer entertainment system for the suggested retail price of \$39.99, the Game Boy Advance and Nintendo DS for a suggested retail price of \$29.99 and the PC version for a suggested retail price of \$19.99. The PSP(R) (PlayStation(R) Portable) system version will be available in early June for a suggested retail price of \$39.99. The console, PSP system and PC games have been rated "E10+" ("Everyone 10 and older" - cartoon violence, crude humor), the Nintendo DS has been rated "E" ("Everyone" - cartoon violence, comic mischief) and the Game Boy Advance has been rated "E" ("Everyone" - cartoon violence) by the ESRB.

Shrek the Third video press kit footage is available at www.thenewsmarket.com/activision where media can preview and request broadcast-standard video digitally or by tape at no cost.

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 \$1.47 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, the Netherlands 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.

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SOURCE: Activision, Inc.

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