



## **Activision Publishing Partners With USO to Bring Entertainment to Troops This Holiday Season**

### **Promotion Kicks Off With Pre-Release Events at Select GameStop Locations to Support Veteran's Day Launch of Call of Duty(R): World at War**

SANTA MONICA, Calif., Nov 06, 2008 /PRNewswire-FirstCall via COMTEX News Network/ -- Showing their appreciation and support to those serving in the military, Activision Publishing, Inc. (Nasdaq: ATVI) is partnering with the United Service Organizations (USO) to bring entertainment to the troops this holiday season. The company is using its chart-busting video game franchises Call of Duty(R) and Guitar Hero(R) to make a difference in the lives of service members around the world, offering them a taste of home and giving them a break from their day to day duties.

"Through this partnership we are able to bring joy to troops that are serving across the globe this holiday season," said Mike Griffith, President and CEO of Activision Publishing. "The USO is an extraordinary organization and we are committed to working together to develop opportunities that show our support for the troops and celebrate their continued service to our country."

Veterans Day will mark the official start of the holiday promotion when Activision releases the highly-anticipated Call of Duty(R): World at War. For the launch, Activision and GameStop, the world's largest videogame and entertainment software retailer, will host pre-release events at GameStop locations in San Francisco (151 Powell St.) and Washington, D.C. (Pentagon City Mall, 1100 S. Hayes St. Arlington, VA). Fans of the game can play in real-time, tournament-style competitions against active servicemen and women stationed at Fort Drum, NY, and 29 Palms, CA.

A \$10 donation will be made by Activision to the USO for every copy of the game that is purchased, up to \$20,000 total, at the Washington, D.C., GameStop store during the pre-release event. For more information, visit <http://www.gamestop.com/codworldatwar>.

Additionally, Activision is partnering with 98.7 Fm (KYSR in Los Angeles) on a Guitar Hero(R) World Tour promotion to support the release of the 2008 98.7 FM Live CD Project. Portions of the CD sales will be donated to the USO to provide assistance and services for troops around the world. The CD is a studio-series compilation of live recordings by popular Los Angeles radio station 98.7 FM of artists that have performed at the exclusive 98.7 Lounge, including: Seether, Finger Eleven, Gavin Rossdale, OneRepublic, Three Doors Down, Ludo and many more. The CD launch party will be held on November 21 at Knott's Berry Farm in Buena Park, where military personnel who show their military id will be able to enter the park for free. The CD will be available for purchase at 987fm.com beginning November, 24th.

Further showing its support, Activision has donated more than \$100,000 worth of the top-selling video game Guitar Hero(R) III: Legends of Rock for use in USO gaming lounges and mobile USO fleets both on U.S. military bases and across the globe.

Call of Duty: World at War was developed by Treyarch for the Xbox 360(TM) video game and entertainment system from Microsoft, PLAYSTATION(R)3 computer entertainment system, Windows(R) PC and Games for Windows(R), Nintendo(R) Wii (TM) and Nintendo DS(TM). It is rated M for Mature for 360, PS3, PC and Wii, and T for Teen for DS and PS2. For more information, please visit <http://www.callofduty.com>.

Guitar Hero(R) III: Legends of Rock was developed by Neversoft (Xbox 360 and PS3 versions), Vicarious Visions (Wii version) and Budcat (PS2 version) and is rated T for Teen.

#### **About USO**

The USO is a private, nonprofit organization whose mission is to support the troops by providing morale, welfare and recreation-type services to our men and women in uniform. The original intent of Congress -- and enduring style of USO delivery -- is to represent the American people by extending a touch of home to the military. The USO currently operates more than 130 centers worldwide, including ten mobile canteens located in the continental United States and overseas. Overseas centers are located in Germany, Italy, the United Arab Emirates, Japan, Qatar, Korea, Iraq, Afghanistan, Guam, and Kuwait. Service members and their families visit USO centers more than 5.3 million times each year. The USO is the way the American public supports the troops.

## About Activision Publishing

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, <http://www.activision.com>.

Cautionary Note Regarding Forward-looking Statements: Information in this press release that involves Activision Publishing'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. Activision Publishing generally uses words such as "outlook", "will," "could," "would," "might," "remains," "to be," "plans," "believes", "may", "expects," "intends," "anticipates," "estimate," future," "plan," "positioned," "potential," "project," "remain," "scheduled," "set to," "subject to," "upcoming" and similar expressions to help identify forward-looking statements. Factors that could cause Activision Publishing's actual future results to differ materially from those expressed in the forward-looking statements set forth in this release include, but are not limited to, sales of Activision Publishing's titles, shifts in consumer spending trends, the seasonal and cyclical nature of the interactive game market, Activision Publishing'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 Publishing'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, litigation against Activision Publishing, maintenance of relationships with key personnel, customers, vendors and third-party developers, domestic and international economic, financial and political conditions and policies, foreign exchange rates, integration of recent acquisitions and the identification of suitable future acquisition opportunities, Activision Publishing's success in integrating the operations of Activision Publishing and Vivendi Games in a timely manner, or at all, and the combined company's ability to realize the anticipated benefits and synergies of the transaction to the extent, or in the timeframe, anticipated. Other such factors include additional risk factors identified in Activision Blizzard's most recent annual report on Form 10-K and any subsequent quarterly reports on Form 10-Q. The forward-looking statements in this release are based upon information available to Activision Publishing and Activision Blizzard as of the date of this release, and neither Activision Publishing nor Activision Blizzard assumes any obligation to update any such forward-looking statements. Forward-looking statements believed to be true when made may ultimately prove to be incorrect. These statements are not guarantees of the future performance of Activision Publishing or Activision Blizzard and are subject to risks, uncertainties and other factors, some of which are beyond its control and may cause actual results to differ materially from current expectations.

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