



Activision Publishing Announces Rapala®: We Fish™, the First Fishing Game Developed Specifically for Wii™

A Whole New Species of Fishing Game!

SANTA MONICA, Calif., Aug 31, 2009 /PRNewswire-FirstCall via COMTEX News Network/ -- Activision Publishing, Inc. (Nasdaq: ATVI) has announced a brand new entry in its Rapala fishing franchise, Rapala(R): We Fish(TM) for Wii(TM). Slated for release on September 29, Rapala: We Fish is the first fishing title developed specifically for Wii(TM), featuring over-the-top fun and action-packed fishing. The game is packaged with the Rapala fishing rod and reel peripheral, letting players cast it, crank it and set the hook!

"We've partnered with Rapala to develop a new type of fishing game that focuses on arcade style family fun for the Wii(TM)," said David Oxford, Activision Publishing. "Combining responsive controls with an action-packed, humorous direction, we have created a fishing game that's unlike anything out there."

Rapala: We Fish takes a "pick up and play," comical approach to fishing. Featuring five different game modes, including co-op tournaments, 4 player split-screen and multiplayer modes, players can choose from five hilarious characters or play as their favorite Mii(TM). Players travel to eight locations around the world and compete in 24 tournament events. Battle over 50 wacky fish species, including enormous Legendary Lunkers, with the Rapala rod and reel peripheral for side-splitting fun!

In a unique twist, the fish themselves feature zany personalities and hilarious facial expressions that will make players chuckle as they race each other to be the first to catch them. Winning a tournament requires more than just fishing - you must race your boat in arcade-style competitions with power-ups and turbo speed boosts. But hurry - if a competitor knocks the fish out of your boat before you get to the safe harbor, you lose your prized catch!

"We love Activision's fresh, colorful approach to Rapala: We Fish," said Kelly Brockpahler, Rapala. "It doesn't matter if you are a fisherman in real life, this game lets players of all ages and abilities have a 'laugh out loud' good time!"

For more information visit www.activision.com.

About Rapala

Rapala is a leading fishing tackle company and the global market leader in the fishing lures, treble hooks and fishing related knives and tools. The Group also has a strong global position in other fishing categories. The Group has its own distribution companies in all the main markets and the largest distribution network in the industry. The main manufacturing facilities are located in Finland, France, Estonia, Russia and China. The Group brand portfolio includes the leading brands in the industry, Rapala, and other global brands like VMC, Storm, Blue Fox, Luhr Jensen, Williamson, Terminator, Trigger X, Sufix and Marttiini. The Group, with net sales of EUR 242 million in 2007, employs more than 4,000 people in 30 countries.

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, Norway, Denmark, the Netherlands, Australia, Russia, Japan, South Korea, China and the region of Taiwan. More information about Activision and its products can be found on the company's website, 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 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 levels of Activision Publishing's titles, shifts in consumer spending trends, the impact of the current macroeconomic environment, 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, licensees, licensors and third-party developers, counterparty risks relating to customers, licensees, licensors and manufacturers, 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 Blizzard's success in completing the integration of 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, and the other factors identified in the risk factors section of 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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