



DreamWorks Animation's Madagascar Kartz™ Video Game Coming October 27 From Activision Publishing

Take a Drive on the Wild Side

SANTA MONICA, Calif., Oct 09, 2009 /PRNewswire-FirstCall via COMTEX News Network/ -- Activision Publishing, Inc. (Nasdaq: ATVI) today announced that DreamWorks Animation SKG, Inc.'s (Nasdaq: DWA) *Madagascar Kartz*(TM) video game will be released on October 27 for Wii(TM), Nintendo DS(TM), Xbox 360(R) video game and entertainment system from Microsoft, and PlayStation(R)3 computer entertainment system. The video game combines the wild world of DreamWorks Animation's Madagascar(R) franchise with over-the-top kart racing, resulting in an outrageous ride the whole family can enjoy together. The Wii(TM) version can be purchased as a bundle, which features a *DreamWorks' Madagascar Kartz* steering wheel packaged with the game - just load the Wii Remote(TM) into the steering wheel and get your animal instincts in high gear.

Jump behind the wheel and drive yourself wild as you play as Alex, Marty, Gloria, Melman, King Julien or those crafty penguins! You can power-up and perform zany jumps, outlandish flips, and radical rolls on amazing tracks from the world of Madagascar (R), including the New York City Zoo, the plane crash site, the volcano, plus many more. Keep an edge on your wild competitors with cool pickups, such as power boosts, obstacles, and projectiles. *DreamWorks' Madagascar Kartz* features split-screen head-to-head multiplayer action, allowing up to four players to go bananas and race locally against one another in Championship, Quick Race and Time Trial modes.

"The Madagascar(R) films are packed with personality and can be enjoyed by everyone," said David Oxford, Activision Publishing. "We designed *DreamWorks' Madagascar Kartz* with the same idea. With the whole family competing against each other as their favorite zoosters, you have never seen action this wild!"

For more information visit www.activision.com.

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 and its products can be found on the company's website, www.activision.com.

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