



## Activision's Madagascar(TM): Operation Penguin Marches Into Retail Stores Nationwide

SANTA MONICA, Calif., Nov 07, 2005 /PRNewswire-FirstCall via COMTEX News Network/ -- The crafty penguins from the DreamWorks Animation film "Madagascar" are taking their antics to Game Boy(R) Advance in Madagascar(TM): Operation Penguin from Activision, Inc. (Nasdaq: ATVI). The new side-scrolling action adventure game casts players as "Private" the Penguin, a daredevil zoo escapee on his way to Antarctica and the exotic island of Madagascar. Through 18 mission-based chapters, players utilize inventive secret agent gadgets and conquer a host of challenging tasks.

Developed by Vicarious Visions, Madagascar: Operation Penguin for the Nintendo Game Boy Advance is currently available in retail stores nationwide for a suggested retail price of \$29.99 and is rated "E" ("Everyone" -- cartoon violence) by the ESRB.

In Madagascar: Operation Penguin players adventure through 18 mission-based chapters while battling enemies, collecting useful tools, scouting out danger and exploring new surroundings. With crazy contraptions and unique gadgets, such as a soda bottle jet pack or hamburger wrapper parachute, players can break free from the confines of the zoo as well as master moves like karate chops while trying to escape enemies such as foosa, birds, rats, porcupines, baboons, snakes, walruses, crocodiles and lemmings. Film favorites Alex the Lion, Marty the Zebra, Melman the Giraffe and Gloria the Hippo each get their own special level in Madagascar: Operation Penguin.

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 \$1.4 billion for the fiscal year ended March 31, 2005.

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](http://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.

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