



Break out of the Stadiums and onto the Streets in Activision's Upcoming Monster Jam: Urban Assault

SANTA MONICA, Calif., Jun 10, 2008 (BUSINESS WIRE) -- Activision, Inc. (Nasdaq: ATVI) announced today the upcoming release of Monster Jam: Urban Assault. The genre-defining monster truck action in the original hit Monster Jam(R) has destroyed the stadium barriers and players will now be able to wreak havoc on city streets around the world. The game will be available on the PlayStation(R)2 computer entertainment system, PSP(R) (PlayStation(R)Portable) system, Wii(TM) and Nintendo DS(TM) in fall 2008.

Selling a record of over 4 million tickets at over 325 performances in 2007 at the premier stadiums and arenas in the world, Monster Jam is one of the best known touring entertainment brands in both North America and Europe, in addition to its recent international expansion into Central America. The 2008 Monster Jam tour kicked off this year with further record breaking attendances and is on pace to be the greatest year to date in terms of live event attendance, television coverage on network and cable, worldwide licensed merchandise, international event growth and online presence.

"Last year's launch of the Activision produced Monster Jam, which was the first Monster Jam branded video game at retail in over five years, exceeded our expectations in terms of both gameplay and positive fan response," Charlie Mancuso, President of Live Nation Motor Sports, Inc. "But Monster Jam fans and gamers are not easily satisfied. For the sequel, we agreed with Activision that we had only one choice: throw the rules out the window and go for total destruction outside the normal Monster Jam environments!"

Taking Monster Jam monster trucks onto the streets and other urban settings and being rewarded for the scale of the damage and destruction is one of the new key features of Monster Jam: Urban Assault. Feel the crunch of twisting metal underneath as you drive legendary and world famous monster truck favorites like Grave Digger(R), Maximum Destruction(R), Monster Mutt(R), El Toro Loco(R), Captain's Curse(R), and Blue Thunder(R), or select from newer stars on the Monster Jam tour like Stone Crusher(TM), Backwards Bob(TM) and Spitfire Monster Truck(TM). Your goal is to demolish every vehicle you see.

"What would Monster Jam fans do if they could unleash the raw power of the world's biggest and baddest monster trucks in an urban setting, however they liked? Monster Jam: Urban Assault is our attempt to answer this question," said Dave Oxford, Activision Publishing. "We are confident Monster Jam fans and all gamers will enjoy doing things like crushing a NYC cab or smashing through one of London's famous double-decker buses."

For purists, Monster Jam: Urban Assault will still offer stadium racing and stadium freestyle competitions with gameplay much improved over the original game. Mini games have also been added, including ones brand new to the franchise like Monster Jump, Truck Trickster, Skee Ball and Air Strike.

Stay tuned to www.MonsterJamOnline.com to learn how you can have a chance to qualify for the second annual Monster Jam Video Game National Tournament. The inaugural tournament was won at the 2008 Monster Jam World Finals in Las Vegas by 14-year-old Jordan Rager of Loganville, Georgia after he qualified through a series of regional qualifiers at the Atlanta Georgia Dome and Las Vegas' Sam Boyd Stadium.

For more information visit www.activision.com.

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 \$2.9 billion for the fiscal year ended March 31, 2008.

Activision 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.

About Live Nation

Live Nation is the future of the music business. With the most live concerts, music venues and festivals in the world and the

most comprehensive concert search engine on the web, Live Nation is revolutionizing the music industry: onstage and online. Headquartered in Los Angeles, California, Live Nation is listed on the New York Stock Exchange, trading under the symbol "LYV." Additional information about the company can be found at www.livenation.com under the "About Us" section.

Cautionary Note Regarding Forward-looking Statements: Information in this press release that involves Activision'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. In this release, they are identified by references to dates after the date of this release and words such as "outlook", "will," "remains," "to be," "plans," "believes", "may", "expects," "intends," and similar expressions. Factors that could cause Activision'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's titles in its fiscal year 2009, shifts in consumer spending trends, the seasonal and cyclical nature of the interactive game market, Activision'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'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, maintenance of relationships with key personnel, customers, vendors and third-party developers, domestic and international economic, financial and political conditions, foreign exchange rates, integration of recent acquisitions and the identification of suitable future acquisition opportunities, the timing and successful completion of the combination of Activision and Vivendi Games, the combined company's success in integrating the operations of Activision 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 the further implementation, acceptance and effectiveness of the remedial measures recommended or adopted by the special sub-committee of independent directors established in July 2006 to review Activision's historical stock option granting practices, by the Board and by Activision, the outcome of the SEC's formal investigation, the finalization of the proposed settlement of the derivative litigation filed in July 2006 against certain current and former directors and officers of Activision relating to Activision's stock option granting practices, and the possibility that additional claims and proceedings will be commenced, including additional action by the SEC and/or other regulatory agencies, and other litigation (unrelated to stock option granting practices) and any additional risk factors identified in Activision's most recent annual report on Form 10-K and quarterly reports on Form 10-Q and the preliminary proxy statement most recent filed in connection with the proposed transaction with Vivendi. The forward-looking statements in this release are based upon information available to Activision as of the date of this release, and Activision assumes no 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 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.

SOURCE: Activision, Inc.

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