



Activision Publishing and Mattel Announce Launch of Barbie(TM) Diaries High School Mystery and Barbie(TM) in The 12 Dancing Princesses Games

MINNEAPOLIS, Oct 30, 2006 (BUSINESS WIRE) -- Activision Publishing, Inc., a wholly owned subsidiary of Activision, Inc. (Nasdaq:ATVI) announced today that two new adventure games - Barbie(TM) Diaries High School Mystery(TM) and Barbie(TM) in The 12 Dancing Princesses - have shipped to retail stores nationwide. Based on Mattel Entertainment's successful Barbie (TM) DVD movies, the games allow kids to relive their favorite movie moments and experience all new adventures with Barbie and friends.

"Barbie(TM) Diaries High School Mystery(TM) and Barbie(TM) in The 12 Dancing Princesses allows kids to interact with Barbie (TM) and friends in two new adventures that will engage their imagination and deliver hours of entertainment," said David Oxford, General Manager Activision Publishing, Inc.

"At Mattel, we know girls and are confident that our new Barbie(TM) interactive games will appeal to girls' love of both mystery and fantasy. Based on our very popular movie properties, the new Barbie(TM) multi-platform games are the result of a great partnership between Mattel and Activision," said Cynthia Neiman, Vice President, Games Marketing, Mattel Brands.

Barbie(TM) Diaries High School Mystery(TM) for the Game Boy(R) Advance and the PC offer gamer girls two different mystery adventures based on the "The Barbie(TM) Diaries" DVD movie. In the games, Barbie(TM), encounters puzzling situations that require real sleuthing to resolve. Gamers must help Barbie(TM) explore her high school in search of clues, talk with classmates and teachers to uncover new leads and find the culprits.

Barbie(TM) in The 12 Dancing Princesses for the Game Boy(R) Advance and the PC inspired by the story of Barbie(TM) as Princess Genevieve(TM) who lives with her lovable father, the King, in a dance-filled castle. When the King's cousin Rowena comes to live with them everything changes - no dancing, music or fun. In the game as Princess Genevieve(TM), girls learn they will have to unite the sisters to save the king and their kingdom from the tyranny of the Duchess Rowena. Look for the Nintendo DS(TM) and Sony PlayStation(R)2 version later this holiday season.

Barbie(TM) Diaries High School Mystery(TM) and Barbie(TM) in the 12 Dancing Princesses have both been rated "E" ("Everyone") by the ESRB and are available for a suggested retail price of \$29.99.

About Mattel

Mattel, Inc., (NYSE:MAT) (www.mattel.com) is the worldwide leader in the design, manufacture and marketing of toys and family products, including Barbie(R), the most popular fashion doll ever introduced. The Mattel family is comprised of such best-selling brands as Hot Wheels(R), Matchbox(R), American Girl(R), Radica(R) and Tyco(R) R/C, as well as Fisher-Price(R) brands (www.fisher-price.com), including Little People(R), Rescue Heroes(R), Power Wheels(R) and a wide array of entertainment-inspired toy lines. With worldwide headquarters in El Segundo, Calif., Mattel employs more than the 30,000 people in 42 countries and sells products in more than 150 nations throughout the world. Mattel's vision is to be the world's premier toy brands -- today and tomorrow.

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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 \$1.47 billion for the fiscal year ended March 31, 2006.

Activision maintains operations in the U.S., Canada, the United Kingdom, France, Germany, Italy, Japan, Australia, Scandinavia, Spain, the Netherlands and South Korea. 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.

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, litigation, 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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