



Get Ready to Experience Kung Fu "Awesomeness" with the Release of Activision's Kung Fu Panda(TM) Video Game

SANTA MONICA, Calif., Jun 03, 2008 (BUSINESS WIRE) -- Activision, Inc. (Nasdaq:ATVI) is bringing a unique blend of humor and action to gamers with the release of Kung Fu Panda(TM), the video game based on DreamWorks Animation's highly anticipated feature film. In order to become the Dragon Warrior and defeat the ultimate enemy, Tai Lung, players engage in kung fu moves and master the unique fighting style of unlikely hero Po the Panda and experience the legendary moves of Shifu, Po's Teacher, and the Furious Five - Monkey, Tigress, Viper, Mantis and Crane.

"Kung Fu Panda gives kids the chance to experience first hand their favorite movie moments, as well as new levels and hilarious situations created specifically for the game," said Kim Salzer, vice president of Global Brand Management, Activision Publishing. "The humor, lovable characters and non-stop action will deliver hours of fun that they can enjoy on their own or with parents and friends."

Kung Fu Panda offers a distinct and exciting gameplay experience as players develop acrobatic kung fu combo attacks to defeat a number of villainous enemies, including the Great Gorilla, the Wu Sisters and the dark-hearted Tai Lung. Gamers will work to overcome dangerous obstacles and solve challenging puzzles as they navigate through diverse environments spanning air, water and land. By mastering the art of kung fu, players will utilize and upgrade the unique fighting skills of their favorite movie characters, unlocking new moves as well as a host of multiplayer characters and games. Additionally, players can team up or battle head-to-head in arena, puzzle or casual games, making the Kung Fu Panda video game an epic experience gamers of all ages will enjoy.

The Kung Fu Panda video game is now available for the Xbox 360(R) video game and entertainment system from Microsoft, Wii (TM) and PLAYSTATION(R)3 computer entertainment system for a suggested retail price of \$49.99, the PlayStation(R)2 computer entertainment system for the suggested retail price of \$39.99, Nintendo DS(TM) for a suggested retail price of \$29.99 and Games for Windows(R) for a suggested retail price of \$19.99. The console and Games for Windows versions are rated "E10+" (Fantasy Violence, Mild Language) and the DS version is rated "E10+" (Cartoon Violence) by the ESRB.

For more information on Kung Fu Panda and to download the demo, please visit www.KungFuPandaGame.com.

About Activision

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.

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.

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