



Call of Duty 4: Modern Warfare Variety Map Pack Sets Xbox LIVE Marketplace Record

Surpasses One Million Paid Downloads in First Nine Days

SANTA MONICA, Calif., Apr 21, 2008 (BUSINESS WIRE) -- Activision, Inc. (Nasdaq:ATVI) announced today that the Call of Duty 4(R): Modern Warfare(TM) Variety Map Pack, developed by Infinity Ward, has set a new record for the number of paid downloads on Xbox LIVE(R) Marketplace for the Xbox 360(R) video game and entertainment system from Microsoft, surpassing one million downloads in the first nine days since its release. Additionally, from April 4 to April 12, Xbox LIVE members played more than 30 million sessions and logged more than 32 million hours of gameplay. Available exclusively for download via Xbox LIVE online entertainment network now through April 24, the Call of Duty 4: Modern Warfare Variety Map Pack expands the experience of Call of Duty 4: Modern Warfare, the worldwide best-selling game in units of 2007, according to The NPD Group, Chart Track and The GFK Group. Since its release, Call of Duty 4: Modern Warfare has sold in excess of nine million units worldwide.

The Call of Duty 4: Modern Warfare Variety Map Pack includes four new multiplayer maps featuring a variety of locations, while supporting split-screen and system link play for 800 Microsoft Points. The Call of Duty 4: Modern Warfare Variety Map Pack will be available for download via the PlayStation Network beginning April 24 for \$9.99.

"Call of Duty 4: Modern Warfare delivers one of the best online multiplayer experiences ever," said Will Kassoy, senior vice president, global brand management, Activision Publishing, Inc. "We are excited to be able to expand that experience and deliver to fans a new variety of locations and environments which have all of the intensity they have come to expect with Call of Duty."

"Infinity Ward is extremely grateful for support from our loyal Call of Duty 4: Modern Warfare community around the world," said Robert Bowling, community relations manager, Infinity Ward. "From the beginning, we were committed to do our best and that continues now with the Variety Map Pack. We can't wait to get back online with everyone."

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 \$1.5 billion for the fiscal year ended March 31, 2007.

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 World Wide Web site, which is located at 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. Activision generally uses words such as "outlook", "will", "could", "would", "might", "remains", "to be", "plans", "believes", "may", "expects", "intends", "anticipates", "estimate", "future", "plan", "positioned", "potential", "project", "remain", "scheduled", "set to", "subject to", "upcoming" and similar expressions to help identify forward-looking statements. 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, 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, international economic and political conditions, integration of recent acquisitions and the identification of suitable future acquisition opportunities the timing and successful completion of the combination of Vivendi Games with Activision, the combined companies' success in executing planned strategies and achieving assumed synergies and cost savings, and foreign exchange rate changes. Other such factors include additional risk factors identified in Activision's most recent annual report on Form 10-K and subsequent quarterly reports on Form 10-Q. 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 future performance and are subject to risks, uncertainties and other factors, some of which are beyond our control and may cause actual results to differ materially from our current expectations.

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