



Activision to Cast 'Rapala Fishing Frenzy' Into Consoles This Summer

SANTA MONICA, Calif., May 2, 2008 /PRNewswire-FirstCall via COMTEX News Network/ -- Bait your hook this summer to catch "Rapala Fishing Frenzy," the newest edition of the popular angling game from Activision, Inc. (Nasdaq: ATVI). Developed by Fun Labs in close collaboration with Rapala, the world's largest manufacturer of fishing lures and #1 fishing brand in the world, the title will supply heart-pounding fishing action in over 20 tournament events. The game is slated for release for the Xbox 360 (R) video game and entertainment system from Microsoft, PLAYSTATION(R)3 computer entertainment system, and Wii(TM) in Summer 2008.

"Rapala is the gold standard when it comes to quality sport fishing games, and Fishing Frenzy is the natural progression for the franchise," said Dave Oxford, Activision Publishing. "Fun Labs has refined the controls for fishing enthusiasts while making the game easy to learn and action-packed for amateur anglers."

With their hands on authentic gear, players will feel like they have an actual rod in their hands as they cast, jig the bait, and reel in fish. Players can battle for their favorite trophy as they angle for 25 of the most sought after species of fish in the world, all within pristine, uncrowded freshwater environments. This is the most exciting, progressive fishing game ever made and every angler's dream.

"A proper fishing game needs to capture the adrenaline-pumping intensity of sport fishing," said Adrian Filippini from Fun Labs. "Fishing Frenzy delivers big time with beautiful graphics and controls adapted specifically to each console. Rapala's involvement has resulted in a game with a new level of realistic fishing fun."

For more information visit www.activision.com.

About Fun Labs

Founded in 1999, Fun Labs develops videogames for PlayStation(R)2 computer entertainment system, PSP(R) (PlayStation(R) Portable) system, PLAYSTATION(R)3 computer entertainment system, Xbox, Xbox 360, and Wii. Throughout the years Fun Labs has developed and continues to develop an impressive amount of proprietary technology.

About Rapala

Dedicated to delivering memorable fishing experiences every time, the Rapala VMC Group, based in Vaaksy, Finland (Helsinki Stock Exchange: RAP1V), manufactures and markets fishing lures, fishing line, fishing rods, hooks, terminal tackle, knives and accessories under the Rapala, VMC, Blue Fox, Luhr Jensen, Terminator, Williamson and Storm brand names. The company was unofficially founded in 1936 when Lauri Rapala invented the Rapala fishing lure. Rapala maintains its strict standards of quality and craftsmanship while delivering its fishing products to anglers in more than 140 countries. For more information, visit rapala.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 \$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. In this release they are identified by references to dates after the date of this release and words such as "will," "will be," "remains," "to be," "plans," "believes", "may", "expects," "intends," and similar expressions. These risks and uncertainties 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 recently acquired subsidiaries and identification of suitable future acquisition opportunities, limitations on our ability to issue stock and options and foreign exchange rate changes. Other 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, without limitation, 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, the board and Activision; the outcome of the SEC's formal investigation and 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, the possibility that additional claims and proceedings will be commenced, including additional stockholder litigation, employee litigation, and additional action by the SEC and/or other regulatory agencies, other litigation (unrelated to stock option granting practices), and the risks identified in Activision's most recent annual report on Form 10-K and recent reports on Form 8-K. 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 obligations to update any such forward-looking statement. 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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