



Activision Publishing and Cartoon Network Enterprises To Unleash Generator Rex Video Game This Fall

Top Rated Animated Series Set to Make Its Interactive Debut

SANTA MONICA, Calif., May 5, 2011 /PRNewswire/ -- Activision Publishing, Inc. (Nasdaq: ATVI) and Cartoon Network Enterprises announced today that **Generator Rex: Agent of Providence** will be available for Nintendo DS™, the Nintendo 3DS™ system, Wii™ for Nintendo, PlayStation®3 computer entertainment system, and the Xbox 360® video game and entertainment system from Microsoft this October.

"Generator Rex embodies the best of boys' action: a conflict-driven storyline, aspirational characters and an arsenal of cool weapons and vehicles," said Pete Yoder, Vice President, U.S. Consumer Products, Cartoon Network Enterprises. "Activision's *Generator Rex: Agent of Providence* captures this non-stop excitement and is the perfect title to extend the brand to the vital interactive market."

"This is a property tailor made for video games," said David Oxford, Activision Publishing. "We look forward to unleashing Rex's powers in a way that fans of the show will love."

Based on Cartoon Network's top-rated animated series, the *Generator Rex: Agent of Providence* video game lets players take control of Rex, a teenager who has harnessed nanites within his body to become the ultimate weapon. In the game, Rex is in a race against time to prevent Van Kleiss and his minions from gaining unprecedented powers that could destroy the earth!

Villains, known as E.V.O.s (Exponentially Variegated Organisms), are infected with "nanites" which mutate their hosts into malicious beasts. An organization named Providence was created to combat these villains with Rex's help. Players will fight through the depths of the jungle, the scorching deserts, and the heart of metropolitan cities, while on the lookout for blueprints to create bigger and better weapons to use in combat against the increasing power of the E.V.O.s.

This game is not yet rated by the ESRB. For more information, please visit www.activision.com and www.generator-rex.com.

About Cartoon Network Enterprises

Cartoon Network Enterprises (CNE) is responsible for building consumer products and merchandising programs for a wide range of brands by securing and supporting long-term licensing partnerships across all categories. As the global branding and merchandising arm of Cartoon Network and Adult Swim, the division manages the consumer product programs for the networks' award-winning original programming, brands and characters including *Ben 10*, *Generator Rex*, *Chowder*, *The Marvelous Misadventures of Flapjack*, *Adventure Time*, Adult Swim and more. CNE also serves as the exclusive global licensing agent for the full portfolio of brands from Spin Master Ltd., as well as Nelvana Enterprises and Spin Master for the award-winning *Bakugan* brand and the PGA of America for the youth marketplace.

Cartoon Network (CartoonNetwork.com), currently seen in more than 99 million U.S. homes and 166 countries around the world, is Turner Broadcasting System, Inc.'s ad-supported cable service now available in HD offering the best in original, acquired and classic entertainment for youth and families. Nightly from 9 p.m. to 6 a.m. (ET, PT), Cartoon Network shares its channel space with Adult Swim, a late-night destination showcasing original and acquired animated and live-action series for young adults 18-34.

Turner Broadcasting System, Inc., a Time Warner company, creates and programs branded news, entertainment, animation and young adult media environments on television and other platforms for consumers around the world.

About Activision Publishing, Inc.

Headquartered in Santa Monica, California, Activision Publishing, Inc. is a leading worldwide developer, publisher and distributor of interactive entertainment and leisure products.

Activision Publishing maintains operations in the U.S., Canada, the United Kingdom, France, Germany, Ireland, Italy, Sweden, Spain, Norway, Denmark, the Netherlands, Australia, Russia, Japan, South Korea, China and the region of Taiwan. More information about Activision and its products can be found on the company's website, www.activision.com.

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