



Activision® Announces Call for Submissions for the Activision Independent Games Competition

Activision to Award \$500,000 in Support of Independent Game Development

SANTA MONICA, Calif., June 2, 2010 /PRNewswire via COMTEX News Network/ -- Great games come from great ideas - but those ideas need support to reach their full potential. To help foster creativity and innovation from the rising talent in the independent game development community, Activision Publishing, Inc. (Nasdaq: ATVI) today announced the call for submissions for the inaugural Activision Independent Games Competition - the first competition of its kind from a major third-party publisher.

The Activision Independent Games Competition is open to all independent developers located in the United States, either individuals or teams, and for completed or in-development games (including game concepts/proposals). The competition will be conducted in two phases - round one of the competition will take place from today through October 2010 with first and second place winners chosen. The first place winner will receive a cash prize of \$175,000 with the second place winner receiving \$75,000 to assist with the development of their game. Details of the second round of the competition will be announced at a later date.

"This competition underscores our commitment to supporting the creative spirit and innovation of developers," said Dave Stohl, Executive Vice President of Studios at Activision. "I started my career as a software developer, so this opportunity is something I'm personally very proud to offer to the industry's young visionaries."

Submissions for the first round of the competition will be accepted now through August 31, 2010. Winners will be announced in October, 2010.

For more information about the Activision Independent Games Competition, including official rules and submission instructions, please visit <http://www.activision.com/IndependentGamesCompetition>.

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, 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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