



Activision Publishing and Nickelodeon's *iCarly 2: iJoin the Click!* is Now Available Worldwide

The Sequel to Last Year's Holiday Hit is Available Now!

SANTA MONICA, Calif., Nov. 18, 2010 /PRNewswire/ -- Activision Publishing, Inc. (Nasdaq: ATVI) and Nickelodeon today announced that the sequel to last year's top-selling videogame, *iCarly 2: iJoin the Click!*, now available for the Wii™ system and Nintendo DS™ family of handheld systems. Carly and the crew bring the hijinks of the hit *iCarly* show back onto gaming systems just in time for the holiday season!

(Photo: <http://photos.prnewswire.com/prnh/20101118/NY04065>)

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"It's so exciting to see the end results for the video game and hear my own voice come from my animated character," said Miranda Cosgrove, star of *iCarly*. "In the game, I get to talk to the players directly and help them just as if they were on the *iCarly* set with me!"

iCarly 2: iJoin The Click! puts the player right in the middle of the *iCarly* world as the new student at Ridgeway High, where they will interact with all of the cast members, go on quests for crazy items and stop by all of Carly's hangouts. Players will help Carly make the best webisode by utilizing the "LIVE in 5" mode to choose props and new show topics. Fans playing *iCarly 2: iJoin The Click!* on Nintendo DSi™ will be able to import their own pictures and images of themselves, their friends and even their pet.

"The dynamic of *iCarly 2: iJoin the Click!* takes a whole new approach from the previous game," said Nathan Kress who plays Freddie on *iCarly*. "This time around, you get to play as an actual character who interacts with Carly, Sam and Freddie, which will give the game a much more in-depth feel. Welcome to our world!"

iCarly 2: iJoin The Click! is available internationally on Wii™ and Nintendo DS™. The game is rated E for Everyone by the ESRB. For more information, visit www.activision.com.

Fans can also imagine themselves on-set with Carly and her friends with the new toy line that captures the humor and style portrayed in the TV show by Playmates Toys. In six different *iCarly*-branded toys and gadgets available now, there are special codes that unlock exclusive collectible items in the *iCarly 2: iJoin The Click!* game. The following products have codes that unlock items for *iCarly 2: iJoin The Click!*: Spencer's Bottle Bot Voice Changer, Sam *iQuit iCarly* vinyl figure, Carly *iFight Shelby Marx* vinyl figure, Sam's remote, *iCarly* web show mic and Truth or Dare Bear.

The top-rated Nickelodeon series *iCarly* stars Miranda Cosgrove as Carly, Jennette McCurdy as Sam, Nathan Kress as Freddie, Jerry Trainor as Spencer and Noah Munck as Gibby. *iCarly* is created and executive produced by Dan Schneider (*Victorious*, *Zoey 101*, *Drake & Josh*).

About The Playmates Toys Company

For over 40 years, Playmates Toys is among the most well respected and innovative marketing and distribution companies in the global toy industry with a proven history in the creation of innovative and imaginative products as well as the development and management of profitable, long-term brand franchises. Key brands include TEENAGE MUTANT NINJA TURTLES, STAR TREK, SIMPSONS, KING KONG, TOMB RAIDER, DICK TRACY, NANO PALS, ICARLY, DISNEY PRINCESS, DISNEY FAIRIES, BABY SO BEAUTIFUL, WATERBABIES and the AMAZING family of intelligent dolls. From its offices in Hong Kong and California, Playmates designs, develops, markets and distributes its products in over 60 countries worldwide. For more information, visit <http://www.playmatestoys.com>. (HKSE: 0869)

About Nickelodeon

Nickelodeon, now in its 31st year, is the number-one entertainment brand for kids. It has built a diverse, global business by putting kids first in everything it does. The company includes television programming and production in the United States and around the world, plus consumer products, online, recreation, books and feature films. Nickelodeon's U.S. television network is

seen in more than 100 million households and has been the number-one-rated basic cable network for 16 consecutive years. For more information or artwork, visit <http://www.nickpress.com>. Nickelodeon and all related titles, characters and logos are trademarks of Viacom Inc. (NYSE: VIA, VIA.B).

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, 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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