



Activision Publishing Names Media Veteran and Former Yahoo! COO Dan Rosensweig President and CEO of Guitar Hero® Business Unit

--Appointment Further Strengthens Company's Senior Management Team

SANTA MONICA, Calif., March 23, 2009 /PRNewswire-FirstCall via COMTEX News Network/ -- Further strengthening its senior management team, Activision Publishing, Inc. (Nasdaq: ATVI) announced today that Dan Rosensweig has been named President and Chief Executive Officer of RedOctane, the business unit which develops the blockbuster Guitar Hero(R) franchise and soon to be released DJ Hero(TM).

Mr. Rosensweig will oversee Guitar Hero's global operations including game development, hardware manufacturing, supply chain, logistics and marketing. He will report directly to Mike Griffith, President and CEO of Activision Publishing. Kai Huang, former President and CEO of RedOctane, who along with his brother Charles Huang created Guitar Hero, will continue working at RedOctane reporting to Mr. Rosensweig.

Mr. Rosensweig brings significant experience to Activision having served as Chief Operating Officer of Yahoo! from 2002 through 2006, where he oversaw the company's worldwide operations including its product development, marketing, and advertising sales and the development and introduction of inventive new Internet advertising formats.

Additionally, he spent 18 years at Ziff Davis, most recently serving as President where he was responsible for the global operations of the company and the successful merger of ZDNet and CNET. He held several senior positions during his tenure at Ziff-Davis, including President and Chief Executive Officer of ZDNet, which he built from a standalone Ziff-Davis company to a publicly traded, highly trafficked Internet network, President of Ziff-Davis Internet Publishing Group and Vice-President and Publisher of PC Magazine.

Prior to joining Activision, from 2007 - 2009, Mr. Rosensweig served as an operating principal at Quadrangle Group, a private investment firm, where he focused on the firm's media and communications private equity business.

"Under the leadership of Kai and Charles, Guitar Hero established the music gaming genre and became a global phenomenon," said Mike Griffith. "With the addition of Dan's proven operational expertise and leadership, we will continue expanding the franchise's global footprint in new and innovative ways. Dan's deep understanding of how consumers can be entertained online will be invaluable as we continue to build Guitar Hero's complementary growth channels, further establish the franchise as an innovative music platform and develop relationships with new business partners."

Robert Kotick, Chief Executive Officer of Activision Blizzard noted, "I had the great pleasure of working with Dan during his tenure at Yahoo!. Dan has a rare combination of deep business expertise, entrepreneurial instincts and an incredible passion for music. We are looking forward to leveraging his proven online experience to build upon the billions of hours of entertainment we deliver each year in the Guitar Hero network."

"I am extremely excited for this opportunity to work with the talented Guitar Hero team, which has transformed the interactive entertainment landscape," said Mr. Rosensweig. "With a platform and content that universally engages a wide range of audiences, Guitar Hero has incredible growth potential. I look forward to continuing to develop Guitar Hero into an even more successful enterprise."

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, the Netherlands, Australia, Japan and South Korea. More information about Activision and its products can be found on the company's website, www.activision.com.

Cautionary Note Regarding Forward-looking Statements: Information in this press release that involves Activision Publishing'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 Publishing 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 Publishing'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 levels of Activision Publishing's titles, shifts in consumer spending trends, the impact of the current macroeconomic environment, the seasonal and cyclical nature of the interactive game market, Activision Publishing'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 Publishing'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, litigation against Activision Publishing, maintenance of relationships with key personnel, customers, vendors and third-party developers, domestic and international economic, financial and political conditions and policies, foreign exchange rates, integration of recent acquisitions and the identification of suitable future acquisition opportunities, Activision Blizzard's success in integrating the operations of Activision Publishing and Vivendi Games in a timely manner, or at all, and the combined company's ability to realize the anticipated benefits and synergies of the transaction to the extent, or in the timeframe, anticipated, and the other factors identified in Activision Blizzard's most recent annual report on Form 10-K and any subsequent quarterly reports on Form 10-Q. The forward-looking statements in this release are based upon information available to Activision Publishing and Activision Blizzard as of the date of this release, and neither Activision Publishing nor Activision Blizzard assumes any 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 the future performance of Activision Publishing or Activision Blizzard and are subject to risks, uncertainties and other factors, some of which are beyond its control and may cause actual results to differ materially from current expectations.

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