



## Activision Reinvents Tony Hawk Franchise This Holiday With Innovative Skateboard Controller

### --Tony Hawk: RIDE Set to Redefine Gaming by Offering Unparalleled Hands-Free Gaming Experience

SANTA MONICA, Calif., May 18, 2009 /PRNewswire-FirstCall via COMTEX News Network/ -- This fall players will be able to experience skateboarding like never before in Tony Hawk: RIDE from Activision Publishing, Inc. (Nasdaq: ATVI). For the first time, players will have the ability to physically play the game using an innovative motion sensing skateboard controller, allowing for unprecedented freedom and movement. Tony Hawk: RIDE focuses on innovation and fun, bringing the #1 best-selling action-sports franchise to the forefront with cutting-edge technology for the hardcore fans and accessibility for the mass audience.

"Tony Hawk: RIDE is a massive step forward for the franchise and the gaming industry as a whole," said Rob Kostich, head of marketing, global brand management, Activision Publishing, Inc. "The skateboard controller will redefine sports games by offering players a true skateboarding experience, hands-free, playing with friends and family at home or online in a variety of different locations."

"This is the game I've always wanted to make," said Tony Hawk, who has been directly involved with development of the project. "Playing on the board is unlike any other game, and I'm excited for everyone to have the chance to feel what it's really like to experience the true feeling of skateboarding."

Tony Hawk: RIDE features a wireless skateboard controller designed in conjunction with the game to offer a dynamic gaming experience built from the ground up. Using a combination of accelerometers and motion sensors, the intuitive controller allows players to physically control the action by performing various movements and gestures on the board that directly translate into amazing tricks in the game. Without complex button combinations or analog sticks, gamers of all skill levels can literally step on the board and play!

Tony Hawk: RIDE is in development by Robomodo for the Xbox 360(R) video game and entertainment system from Microsoft and PLAYSTATION(R)3 computer entertainment system. Buzz Monkey is developing the Wii(TM) system version. The game is not yet rated by the ESRB and is scheduled for release later this year.

For more information on Tony Hawk: RIDE, please visit [www.THRide.com](http://www.THRide.com).

About Tony Hawk, Inc.

Tony Hawk, Inc. is a world leader in its field with the unprecedented ability to bring alternative sports and their unique lifestyle to the masses while maintaining an indispensable edge of authenticity with the market's hard-core, trendsetting audience. Founded by Tony Hawk in 1998 and based in Vista, CA, the company is organized into five segments: Merchandising, Events, Endorsements, Film and Digital Media. These lifestyle sports include skateboarding, BMX, Motocross, surfing and snowboarding. Consumer goods bearing the Tony Hawk brand have dominated several markets, including interactive games, skateboard hard goods, lifestyle apparel, toys, publications and more.

About Robomodo

Based in Chicago, IL, Robomodo is a video game development studio focused on producing top-tier products on current and next generation console platforms. Robomodo's team has a strong track record for marrying solid game design with an innovative artistic style, as well as harnessing the power of current and next-gen consoles. The core Robomodo team has proven its abilities in the Mortal Kombat, NBA Street and Fight Night franchises. The company's first game for Activision Publishing, Inc. is Tony Hawk: RIDE, which will be released in 2009 simultaneously on the Xbox 360(R) video game and entertainment system from Microsoft, PLAYSTATION(R)3 computer entertainment system and Wii(TM) home video game system.

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, the Netherlands and Australia. More information about Activision and its products can be found on the company's website, [www.activision.com](http://www.activision.com).

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