



Tony Hawk®: SHRED Lets Players GO BIG!!!

The Latest Entry in Activision's Tony Hawk Franchise Features BIG Air, BIGGER Tricks, All-New Snowboarding, And Gets Kids off the Couch

SANTA MONICA, Calif., Aug 13, 2010 /PRNewswire via COMTEX News Network/ -- Activision Publishing, Inc. (Nasdaq: ATVI) confirmed today the latest installment in its esteemed *Tony Hawk(R)* video game franchise: ***Tony Hawk(R): SHRED***. An all-new Tony Hawk experience created for a younger audience, ***SHRED*** allows players to GO BIG and feel the exhilaration of supersized skate and snowboarding using the game's innovative, motion-sensing board controller right at their feet. Featuring an arcade style look and feel, where the bigger the feat the better the fun, ***SHRED*** is packed to the brim with larger-than-life moments and a veritable assortment of jaw-dropping tricks - enticing kids to get off the couch and into the action. Players will be on the deck mastering over-the-top tricks, massive drops, awesome grabs and super long grinds in no time.

Whether riding on cement or snow, ***Tony Hawk: SHRED*** has it covered. In addition to skateboarding, aspiring snowboarders can jump on ***SHRED***'s amazing board controller and go crazy in a completely new way - feeling the ultimate rush of shredding down the steep mountain peaks of Whistler, the French Alps and Beijing, China as they launch off huge kickers and pull off crazy spins, flips and grabs.

"***Tony Hawk: SHRED*** is all about experiencing over-the-top, almost unbelievable GO BIG moments throughout the game - the kind of tricks and stunts that we can only hope to achieve as our sports continue to evolve," said Tony Hawk. "I'm also excited about including snowboarding in ***SHRED***, because when we originally came up with the board motion-controller, we didn't *just* have skateboarding in mind, and it's nice to finally see that idea coming to fruition."

There's certainly no lounging around with ***Tony Hawk: SHRED*** in the family room. With the game's innovative motion-controller board peripheral and exciting GO BIG gameplay, kids will be actively using their boundless energy while riding as any of ***SHRED***'s pro skate and snowboarders - the full list including Tony Hawk, Lyn-z Adams Hawkins, Corey Duffel, Sean Malto, David Gonzalez, Geoff Rowley, Stevie Williams and Chaz Ortiz; and snowboarders Travis Rice, Louie Vito and Olympic Gold Medalist Torah Bright. Additionally, players will have access to Mii versions of all the pro athletes in the game on Wii(TM), and can import their own Mii and Avatar characters in the Wii and Xbox 360(R) versions of the game! Whether it's younger kids raring to just get on the board and pull off huge tricks, or older players craving some good ol' fashioned friendly rivalry for the top score, ***Tony Hawk: SHRED*** offers an active, social gaming experience everyone can enjoy.

Tony Hawk: SHRED is in parallel development by two different studios: Robomodo for the Xbox 360 video game and entertainment system from Microsoft and PlayStation(R)3 computer entertainment system; and by Buzz Monkey for Wii. The game is rated "E" (Everyone - content that may be suitable for ages six and older) by the ESRB, and will be available at retail this holiday season as the gift that keeps on giving.

For more information on ***Tony Hawk: SHRED***, please visit: www.thshred.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 was released in 2009 simultaneously on the Xbox 360(R) video game and entertainment system from Microsoft, PlayStation(R)3 computer entertainment system and the Wii(TM) system from Nintendo.

About Buzz Monkey

Buzz Monkey is a top-secret videogame development house founded in 2001 by four industry ninjas as a sanctuary for practicing their legendary skills. Through selective recruiting, Buzz Monkey is now an elite force of around 70 highly trained and talented simians who have covertly contributed to the AAA series Syphon Filter, Ratchet & Clank, NFL Street, Tomb Raider, Tony Hawk, and Army of TWO. Hidden deep within the frighteningly-beautiful rain forests of the Pacific Northwest, Buzz Monkey's offices are located in the largely-undiscovered city of Eugene, Oregon U.S.A.

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 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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