



## Activision Uncovers Plans for GoldenEye 007™: Reloaded Double 'O' Edition Exclusively for the PlayStation®3

### Highly Anticipated James Bond Game Sets its Target on November 1, 2011

SANTA MONICA, Calif., Sept. 14, 2011 /PRNewswire/ -- The next level of espionage is at your fingertips in the most interactive James Bond experience ever with Activision Publishing, Inc.'s (Nasdaq: ATVI) forthcoming **GoldenEye 007™: Reloaded Double 'O' Edition**. The robust bundle will include the game on Blu-ray disc, PlayStation®Move motion controller, navigation controller, PlayStation®Eye camera and Sharp Shooter peripheral, offering fans pinpoint control as they jump straight into the legendary story campaign and frenetic 16-player multiplayer matches. Both **GoldenEye 007: Reloaded** and the PlayStation®3 exclusive **Double 'O' Edition** bundle pack will be available at retail outlets nationwide on November 1, 2011.

As an added bonus for PlayStation 3 gamers, **GoldenEye 007: Reloaded** will feature a free, exclusive downloadable character. The notorious villain from the 1979 film *Moonraker*, HUGO DRAX, will be playable in split-screen and online Classic Conflict multiplayer modes while wielding his *Moonraker* Laser Pistol.

"Working closely with Sony, we've created a great bundle that arms fans with all the vital secret agent equipment right off the shelf," said David Oxford, Executive Vice President at Activision Publishing. "We can't wait for gamers to pick up the PlayStation Move and Sharp Shooter to experience a James Bond video game like never before."

"If any game has been tailor-made for the PlayStation Move and Sharp Shooter, it's **GoldenEye 007: Reloaded**," said Rob Dyer, Senior Vice President, Sony Computer Entertainment of America. "This is a reimagining of one of the most revered and iconic shooters of all time, and we wanted to allow our PlayStation fans to truly step into the shoes of everyone's favorite secret agent with the unparalleled control of Sony Computer Entertainment's motion-based entertainment."

**GoldenEye 007: Reloaded** is a contemporary James Bond experience featuring HD visuals and realistic environments running at 60-frames per second, akin to today's elite action games. Additional to the legendary story campaign, the game introduces the brand new '*Mi6 Ops Missions*' — new, distinct levels separate from the campaign that span the varied environments from the story and challenge players to complete different Assault, Elimination, Stealth and Defense objectives. **GoldenEye 007: Reloaded** also takes multiplayer to new heights, maintaining and improving its renowned four-player split-screen action and adding full, adrenaline-pumping 16-player online matches with more maps, weapons, characters and game modes than ever before.

**GoldenEye 007: Reloaded** is being developed by Eurocom under license from EON Productions Ltd and Metro-Goldwyn-Mayer Studios Inc. (MGM), for the PlayStation 3 computer entertainment system and Xbox 360® video game and entertainment system from Microsoft, and will be rated "T" (Teen) by the ESRB.

For more information, and to receive exclusive updates about the game, visit [www.facebook.com/GoldenEyeGame](http://www.facebook.com/GoldenEyeGame) or [www.goldeneyegame.com](http://www.goldeneyegame.com).

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#### **About EON Productions/Danjaq, LLC**

EON Productions Limited and Danjaq LLC are wholly owned and controlled by the Broccoli/Wilson family. Danjaq is the US based company that co-owns, with MGM, the copyright in the existing James Bond films and controls the right to produce future

James Bond films as well as all worldwide merchandising. EON Productions, an affiliate of Danjaq, is the UK based production company which makes the James Bond films. The 007 franchise is the longest running in film history with twenty-two films produced since 1962. Michael G Wilson and Barbara Broccoli took over the franchise from Albert R 'Cubby' Broccoli in 1995 and have produced some of the most successful Bond films ever including CASINO ROYALE and QUANTUM OF SOLACE.

### **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](http://www.activision.com).

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