



Activision Publishing Announces HISTORY(TM) Civil War: Secret Missions

New Videogame Will Immerse Players in History's Most Crucial Covert Operations

SANTA MONICA, Calif., Aug 14, 2008 /PRNewswire-FirstCall via COMTEX News Network/ -- Activision Publishing, Inc. (Nasdaq: ATVI) announced today that HISTORY Civil War: Secret Missions will be released later this year for the Xbox 360(R) video game and entertainment system from Microsoft, PLAYSTATION(R)3 and PlayStation(R)2 computer entertainment systems, and PC. A completely new episode in the HISTORY Civil War franchise, the game will allow players to assume the role of Union and Confederate soldiers fighting behind enemy lines in legendary battles.

"There is a rich history to the Civil War, especially in terms of covert military tactics," said Dave Oxford, Activision Publishing. "American warfare in the 1860's was brutal yet surprisingly sophisticated, so it was essential for us to capture this duality."

The player's goal in HISTORY Civil War: Secret Missions is to disrupt the armies of both the North and the South by any means necessary, including conducting train raids, stealing ironclad ships, stopping enemy supply lines, destroying enemy artillery and more. All events are drawn from the real life actions of famous partisans, scouts and rangers -- fight as a member of Mosby's Rangers, Sheridan's Scouts and Grant's Secret Service and receive your mission commands from famous generals including Robert E. Lee, "Stonewall" Jackson, and Ulysses Grant.

The action in HISTORY Civil War: Secret Mission accurately reflects the guerrilla tactics of the time period. Weapons include the shotgun, the pepperbox revolver and the coffee mill gun, and there is heavy reliance on scouts and naval warfare.

HISTORY Civil War: Secret Missions, which is not yet rated by the ESRB, will be available for \$49.99 on Xbox 360 and PLAYSTATION(R)3 computer entertainment system, \$39.99 for Playstation(R)2 computer entertainment system, and \$19.99 for PC.

For more information on HISTORY Civil War: Secret Missions videogame, visit www.activision.com.

About HISTORY(TM)

History(TM) is the leading destination for revealing, award-winning, original non-fiction series and event-driven specials that connects history with viewers in an informative, immersive and entertaining manner across multiple platforms. Programming covers a diverse variety of historical genres ranging from military history to contemporary history, technology to natural history, as well as science, archaeology and pop culture. Among the network's program offerings are hit series such as Ax Men, Battle 360, The Universe, Cities of The Underworld and Ice Road Truckers, as well as acclaimed specials including King, Life After People, 1968 With Tom Brokaw, Lost Book of Nostradamus, Star Wars: The Legacy Revealed and Sherman's March. History has earned four Peabody Awards, three Primetime Emmy(R) Awards, 10 News & Documentary Emmy(R) Awards and received the prestigious Governor's Award from the Academy of Television Arts & Sciences for the network's Save Our History(R) campaign dedicated to historic preservation and history education. Take A Veteran to School Day is the network's latest initiative connecting America's schools and communities with veterans from all wars. History's website, located at www.History.com, is the definitive historical online source that delivers entertaining and informative content featuring broadband video, interactive timelines, maps, games, podcasts and more.

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

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Publishing's titles, shifts in consumer spending trends, 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. Other such factors include additional risk 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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