



PUMA(R) and Activision Partner On Latest True Crime(R) Game; True Crime(R): New York City Hits Stores with Unique Sneaker Collector Twist

WESTFORD, Mass., Oct 28, 2005 (BUSINESS WIRE) -- PUMA(R) announced today the next installation of their partnership with Activision, Inc. (Nasdaq: ATVI) which builds on the success of the best-selling videogame True Crime(R): Streets of L.A. The two companies extend their relationship with the highly anticipated release of True Crime(R): New York City, which delivers the ultimate urban cop drama experience. As part of the relationship, PUMA brings an edge to the game with a special sneaker collector mission. To commemorate the partnership, PUMA has designed a special edition True Crime shoe drawing inspiration from the city of New York.

"To commemorate our second partnership with Activision, we created a unique sneaker mission within the True Crime New York City game and also made a special edition shoe. In the True Crime game, the player must locate the special edition sneakers and return them to sneaker stores. In real life players can buy the exact shoe from those same New York City stores," said Barney Waters, Vice President of PUMA North America. "We wanted our inclusion in the game to add some value to the gamer and be somewhat authentic, rather than just pasting our logo over everything."

In keeping with the realistic nature of True Crime: New York City, PUMA can be found in various areas of the game environment, most notably, via a unique, brand-specific integrated sneaker collector mission. As a separate quest from the main game, players must find all of the special edition True Crime RS-100 sneakers scattered throughout the city and return them to select, real New York City retailers featured in the game. Once the mission is completed, players unlock an exclusive PUMA outfit for the game's main character, Marcus Reed, to wear.

"We are excited to continue our partnership with PUMA and believe that our unique collaboration allows both of us to extend our products' reach and exposure through each other's distribution channels," said Dave Anderson, senior director of Business Development and Licensing, Activision, Inc. "The unprecedented limited edition True Crime sneaker illustrates the pervasiveness of videogames in popular culture today."

Slated to hit stores in November, PUMA's special edition True Crime RS-100 sneaker features a street map of the Lower East Side and Soho, where sneaker boutiques in the PUMA mission are located. The shoe is branded with the True Crime logo on the insole of the sneaker and features the letters "T" and "C" embroidered on the left and right heel window. Only 200 pairs of the True Crime RS-100 will be exclusively sold at New York City retailers featured in the game: the PUMA Store Soho, Classic Kicks, Flight Club and Clientele as well as online at truecrime.puma.com.

Fans can get exclusive pre-release access to True Crime: New York City in a special kiosk at the PUMA Concept store in Soho (521 Broadway) prior to the game's nationwide release at retail stores in November.

About Activision

Headquartered in Santa Monica, California, Activision, Inc. is a leading worldwide developer, publisher and distributor of interactive entertainment and leisure products. Founded in 1979, Activision posted net revenues of \$1.4 billion for the fiscal year ended March 31, 2005.

Activision maintains operations in the U.S., Canada, the United Kingdom, France, Germany, Italy, Japan, Australia, Scandinavia, Spain and the Netherlands. More information about Activision and its products can be found on the company's World Wide Web site, which is located at www.activision.com.

About True Crime Streets New York City

True Crime: New York City puts players in the role of Marcus Reed, former gang member turned cop. Through the game, players use and abuse their authority to hunt down the murderer of Marcus' mentor while also cleaning up Manhattan neighborhoods from Harlem to Chinatown. Undercover investigations weave players through a murderous web of gangs and deceit as they battle crooks, Marcus' past and everything else the city throws at them.

True Crime: New York City will be available this fall for the PlayStation(R)2 computer entertainment system, the Xbox(R) video game system from Microsoft and the Nintendo GameCube(TM) and has been rated "M" ("Mature" - Blood and Gore, Intense Violence, Strong Language, Strong Sexual Content, Use of Drugs) by the ESRB.

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PUMA(R) is the global athletic brand that successfully fuses influences from sport, lifestyle and fashion. PUMA's unique industry perspective delivers the unexpected in sportlifestyle footwear, apparel and accessories, through technical innovation and revolutionary design. Established in Herzogenaurach, Germany in 1948, PUMA distributes products in over 80 countries. For further information please visit www.puma.com.

SOURCE: PUMA

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