



Everyone's Favorite Bandicoot Crashes onto Store Shelves - Crash: Mind Over Mutant Ships to Major Retailers

Popular Crash Bandicoot Franchise Returns this Holiday with New Family-Friendly Adventure

SANTA MONICA, Calif., Oct 07, 2008 /PRNewswire-FirstCall via COMTEX News Network/ -- Activision Publishing, Inc. (Nasdaq: ATVI) has shipped the latest installment of best-selling Crash Bandicoot(R) video game franchise, Crash(R) Mind Over Mutant, to North American retailers. Developed by Radical Entertainment, Crash: Mind Over Mutant is rated "E10+" (Everyone Age 10 and up) by the ESRB and is available on the Xbox 360(R) video game and entertainment system from Microsoft, Wii(TM) home video game system, Nintendo DS(TM), PlayStation(R)2 computer entertainment system and PSP(R) (PlayStation(R)Portable) system.

In the deepest Crash adventure yet, Crash: Mind Over Mutant arms players with new features, including the ability not only to control enemies once they are 'jacked,' but to store the mutants in Crash's pocket, upgrade them and utilize their unique powers. Players can also roam through Wumpa Island in a two-player cooperative mode with Crash's sister Coco.

"Crash Bandicoot is one of the best loved characters in video games -- we're excited to bring him to next-gen and feature co-op play for the first time in this all-new adventure," said David Pokress, head of marketing for owned IPs, Activision, Inc. "Crash: Mind Over Mutant is a family-friendly title that captures the humor and charm of Crash Bandicoot, along with all his hilarious antics that will keep both kids and parents entertained this holiday season."

In Crash: Mind Over Mutant, a rejuvenated Neo Cortex is taking over the world one brain at a time! Cortex and N. Brio devise a new kind of evil -- a text-messaging, do-anything device that controls both mutant and bandicoot minds. The "free-roaming" experience allows players to voyage and explore through intersecting worlds, giving them a new game play experience depending on which mutant Crash stores in his pocket for the ride. Armed with his quick-wits and lightning agility, Crash must free his friends, the titans and save the day!

For more information on Crash: Mind Over Mutant, please visit <http://www.crashbandicoot.com>.

About Radical Entertainment

Founded in 1991, Radical Entertainment has a long history of successful titles including The Simpsons: Hit and Run; Hulk: Ultimate Destruction; Scarface: The World is Yours and several Crash titles including Crash: Mind Over Mutant. More information can be found at <http://www.Radical.ca>.

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, <http://www.activision.com>.

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