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-romping" 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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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 Publishing'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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