



Activision Publishing's How To Train Your Dragon™ Video Game Flies Onto Retail Shelves Today

SANTA MONICA, Calif., March 23, 2010 /PRNewswire via COMTEX News Network/ -- [Activision Publishing, Inc.](#) (Nasdaq: ATVI) is bringing the ultimate dragon-training experience to kids with the release of *How To Train Your Dragon™*, the video game, based on the highly anticipated 3-D animated feature film from DreamWorks Animation SKG, Inc. (Nasdaq: DWA). Players are the ultimate dragon hero, launched into an epic quest to train the world's fiercest creatures. As gamers explore dynamic environments on and around the Island of Berk, they'll customize their very own dragons with over 100,000 possible combinations. Along the way, gamers will collect valuable upgrades for speed, strength and fire, giving them powerful tools to battle for Viking victory.

"The *How To Train Your Dragon* video game allows kids to live the fantasy of creating their very own dragons and engaging in epic battles against other fire breathing foes," said Rob Kostich, head of marketing for licensed properties, Activision Publishing, Inc. "Whether they are playing on their own or against family and friends, kids will have a blast in this high energy epic adventure."

In support of the game's launch, Activision is hosting a sweepstakes on its website, giving families a chance to win a Nintendo DS or Wii(TM) game system and a copy of the *How To Train Your Dragon* video game. To enter, consumers can log onto the game's website at www.HowToTrainYourDragonGame.com, or the movie website at www.HowToTrainYourDragon.com. Winners will be chosen through random drawings that will take place daily starting on March 19 through April 7, 2010.

The game is available now for the Xbox 360(R) video game and entertainment system from Microsoft, Wii(TM) and the PLAYSTATION(R)3 computer entertainment system for a suggested retail price of \$49.99 each; and Nintendo DS for the suggested retail price of \$29.99. The console versions are rated "E10+" (Fantasy Violence) and DS is rated "E10+" (Mild Fantasy Violence) by the ESRB. For more information on the *How To Train Your Dragon* video game, please visit www.HowToTrainYourDragonGame.com.

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, Norway, Denmark, the Netherlands, Australia, Russia, Japan, 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.

Cautionary Note Regarding Forward-looking Statements: Information in this press release that involves Activision Publishing's expectations, plans, intentions or strategies regarding the future are forward-looking statements that are not facts and involve a number of risks and uncertainties. Activision Publishing generally uses words such as "outlook," "will," "could," "would," "might," "remains," "to be," "plans," "believes," "may," "expects," "intends," "anticipates," "estimate," "future," "plan," "positioned," "potential," "project," "remain," "scheduled," "set to," "subject to," "upcoming" and similar expressions to identify forward-looking statements. Factors that could cause Activision Publishing's actual future results to differ materially from those expressed in the forward-looking statements set forth in this release include, but are not limited to, sales levels of Activision Publishing's titles, shifts in consumer spending trends, the impact of the current macroeconomic environment, 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, licensees, licensors and third-party developers, counterparty risks relating to customers, licensees, licensors and manufacturers, 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 completing the integration of 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, and the other factors identified in the risk factors section of 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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