



The History Channel(R) Battle for the Pacific Video Game Bursts into Retail Stores Nationwide

MINNEAPOLIS, Dec 04, 2007 (BUSINESS WIRE) -- Step right into the heart of combat in The History Channel(R): Battle for the Pacific video game from Activision, Inc. (Nasdaq:ATVI). History is brought to life in this authentic, epic experience as players relive famous conflicts fought on the intense battlefields of World War II. Told through the eyes of an American GI, the game features heart-pumping action, real WWII weapons and actual documentary video footage as players fight through a variety of territories including Guadalcanal, the Philippines and Iwo Jima.

"We're thrilled to continue our collaboration with the award-winning The History Channel to deliver gamers with a new chapter in the WWII series," said David Oxford, Activision, Inc. "Everything in The History Channel: Battle for the Pacific from the combat and mission locations to the weapons and documentary footage is painstakingly researched, allowing us to deliver a cinematic war experience that is both incredibly exciting and accurate."

The History Channel: Battle for the Pacific thrusts players directly into the Pacific's most historic battles of WWII. Utilizing real combat skills and authentic allied and axis weapons, including sub-machine guns, sniper rifles, anti-aircraft guns and grenades, players will be able to relive history and fight through missions based on actual battles. Additionally, players can go online on next generation platforms and the PC and play as an American or Japanese soldier in individual or team based modes such as elimination, deathmatch, team deathmatch and capture the flag.

The History Channel: Battle for the Pacific, which is published by Activision Minneapolis, is available now on the Xbox 360(R) video game and entertainment system from Microsoft for a suggested retail price of \$49.99 and the PlayStation(R)2 computer entertainment system, the Wii(TM) home video game system and the PC for \$39.99. The game will also be available on the PLAYSTATION(R)3 computer entertainment system for \$49.99 on December 12, 2007. The game is rated "T" (Teen) by the ESRB.

About Activision, Inc.

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 \$1.5 billion for the fiscal year ended March 31, 2007.

Activision 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 and its products can be found on the company's World Wide Web site, which is located at www.activision.com.

About The History Channel(R)

The History Channel(R) is a leading cable television network featuring compelling original, non-fiction specials and series that bring history to life in a powerful and entertaining manner across multiple platforms. The network provides an inviting place where people experience history in new and exciting ways enabling them to connect their lives today to the great lives and events of the past that provide a blueprint for the future. The History Channel has earned four Peabody Awards, three Primetime Emmy(R) Awards, ten News and 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. The History Channel reaches more than 95 million Nielsen subscribers.

Cautionary Note Regarding Forward-looking Statements: Information in this press release that involves Activision'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. In this release they are identified by references to dates after the date of this release and words such as "will," "will be," "remains," "to be," "plans," "believes," "may," "expects," "intends," and similar expressions. These risks and uncertainties include, but are not limited to, sales of Activision's titles, shifts in consumer spending trends, the seasonal and cyclical nature of the interactive game market, Activision'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'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, maintenance of relationships with key personnel, customers, vendors and third-party developers, international economic and political conditions, integration of recently acquired subsidiaries and identification of suitable future acquisition opportunities,

limitations on our ability to issue stock and options and foreign exchange rate changes. Other factors that could cause Activision's actual future results to differ materially from those expressed in the forward-looking statements set forth in this release include, without limitation, the further implementation, acceptance and effectiveness of the remedial measures recommended or adopted by the special sub-committee of independent directors established in July 2006 to review Activision's historical stock option granting practices, the board and Activision; the outcome of the SEC's formal investigation and the derivative litigation filed in July 2006 against certain current and former directors and officers of Activision relating to Activision's stock option granting practices, the possibility that additional claims and proceedings will be commenced, including additional stockholder litigation, employee litigation, and additional action by the SEC and/or other regulatory agencies, other litigation (unrelated to stock option granting practices), and the risks identified in Activision's most recent annual report on Form 10-K and recent reports on Form 8-K. The forward-looking statements in this release are based upon information available to Activision as of the date of this release, and Activision assumes no obligations to update any such forward-looking statement. Forward-looking statements believed to be true when made may ultimately prove to be incorrect. These statements are not guarantees of future performance and are subject to risks, uncertainties and other factors, some of which are beyond our control and may cause actual results to differ materially from our current expectations.

(C) 2007 Activision Publishing, Inc. Activision is a registered trademark of Activision Publishing, Inc. All rights reserved. The ratings icon is a registered trademark of the Entertainment Software Association. Microsoft, Xbox, Xbox 360 and Xbox Live are registered trademarks of Microsoft group of companies. "PlayStation", "PLAYSTATION" and "PS" Family logo are registered trademarks of Sony Computer Entertainment Inc. Nintendo, Nintendo DS, Wii and Game Boy Advance are trademarks of Nintendo. All other trademarks and trade names are the properties of their respective owners.

SOURCE: Activision, Inc.

Activision, Inc.
Jeff Muench, Brand Manager
952-918-9494
jmuench@activision.com

Copyright Business Wire 2007

News Provided by COMTEX