

FOR IMMEDIATE RELEASE

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MODERN WARFARE® 2 COMING NOVEMBER 10, 2009

Countdown Begins for the Most-Anticipated Game of the Year

Santa Monica, CA - March 26, 2009 - Prepare for the ultimate invasion! The most anticipated game of the year and the sequel to the best-selling first-person action game of all time[†], Infinity Ward's ***Modern Warfare 2*** will strike worldwide on November 10, 2009. Activision Publishing, Inc. (Nasdaq: ATVI) will release the newest installment in the groundbreaking and record-setting follow-up to the 2007 blockbuster, ***Call of Duty® 4: Modern Warfare™***, that has sold more than 12 million copies worldwide, to date.

"Everyone on the team is laser focused on making the most gripping experience we've ever created," said Infinity Ward's CEO, Vince Zampella. "No detail is too small and every finishing touch imaginable is underway to make ***Modern Warfare 2*** our best ever. We can't wait for our fans around the world to play starting November 10th."

For more information, visit www.modernwarfare2.com.

[†] Based on data from NPD Charttrack and GfK

About Activision Publishing, Inc.

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Modern Warfare 2 Set for Release November 10, 2009

Headquartered in Santa Monica, California, Activision Publishing, Inc. is a leading worldwide developer, publisher and distributor of interactive entertainment and leisure products.

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 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 help 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 of Activision Publishing's titles, shifts in consumer spending trends, 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 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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