

FOR IMMEDIATE RELEASE

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**ACTIVISION SECURES TALENT FROM UPCOMING FEATURE
FILM
FOR THE *QUANTUM OF SOLACE* GAME**

***Daniel Craig, Judi Dench, Mathieu Amalric and Olga Kurylenko
Lend***

Their Talents to the Upcoming James Bond Title

Santa Monica, CA - August 20, 2008 - Activision, Inc. (Nasdaq: [ATVI](#)) has cast the film leads from the highly anticipated James Bond film in the ***Quantum of Solace*** video game. Developed under license from EON Productions Ltd, Sony Pictures Entertainment and Metro-Goldwyn-Mayer Studios, the game features the likeness and voices of Daniel Craig as James Bond, Academy Award® winning actor Judi Dench in her role as M, critically acclaimed French actor Mathieu Amalric as the sinister villain Dominic Greene and Ukrainian actress Olga Kurylenko as Camille, 007's leading lady. Based on both the "Quantum of Solace" and "Casino Royale" feature films, ***Quantum of Solace*** allows gamers to become a more lethal, gritty and cunningly efficient Bond as they delve into the high-octane world of international espionage and intrigue.

"Quantum of Solace represents a new era for James Bond video games, allowing players to step into the role of Daniel Craig's 007 agent as embodied in 'Casino Royale' and the upcoming Bond film," said Mark Lamia, Studio Head for Treyarch. "With the tremendous support we've received from the film studio and unprecedented access to the key talent from the movie, we are thrilled to be able to deliver a

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true, more exciting Bond universe to gamers and fans who have waited years for this game.”

The ***Quantum of Solace*** game also features the voices and character likenesses of actors from the “Casino Royale” feature film including Eva Green as Vesper Lynd and Mads Mikkelsen as Le Chiffre.

James Bond is back to settle the score in ***Quantum of Solace***. The game blends intense first-person action with a unique third-person cover combat system that allows players to truly feel what it is like to be the ultimate secret agent as they use their stealth, precision shooting and lethal combat skills to progress through missions. Based on the renowned *Call of Duty® 4: Modern Warfare™* game engine with systems specifically engineered to immerse players in the Bond universe, ***Quantum of Solace*** delivers superior high-definition graphics, reactive AI and visually stunning locations inspired by locales portrayed in the films.

The ***Quantum of Solace*** game is in development by Treyarch for the Xbox 360™ video game and entertainment system from Microsoft and PLAYSTATION®3 computer entertainment system. Beenox Studios is developing the game for the Wii™ video game console and Games for Windows™ on PC. The Nintendo DS™ version is being developed by Vicarious Visions and the PlayStation®2 computer entertainment system version is being developed by Eurocom. The game has been rated “T” for Teen by the ESRB and is scheduled to release worldwide concurrently with the film.

For more information about the game, visit <http://007thevideogame.com/>.

About MGM Interactive

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MGM Interactive, a unit of Metro-Goldwyn-Mayer Studios Inc., manages business development and production of interactive products for a variety of multimedia platforms, as well as talent and developer relationships. For more information, visit www.mgm.com.

About EON Productions/Danjaq, LLC

EON Productions/Danjaq, LLC is owned by the Broccoli family and has produced twenty-two James Bond films since 1962. The Bond films make up the most successful franchise in film history and include the recent blockbuster films, GOLDENEYE, TOMORROW NEVER DIES, THE WORLD IS NOT ENOUGH, and DIE ANOTHER DAY produced by Michael G. Wilson and Barbara Broccoli. EON Productions and Danjaq, LLC are affiliate companies and control all worldwide merchandising of the James Bond franchise.

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, 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

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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 Blizzard'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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