

**JADA UNLEASHES *GUITAR HERO*® AIR GUITAR ROCKER™
AT 2008 CONSUMER ELECTRONICS SHOW**

*Innovative Electronic Toy Extends the Fantasy with No Guitar or
Video Game System Required*

First Ever Product for Air Guitar Enthusiasts and Rock Fans to Hit Shelves March 2008

CITY OF INDUSTRY, CA – January 8, 2007 – Jada Toys, Inc. unveiled today at the 2008 Consumer Electronics Show (CES) in Las Vegas, the *Guitar Hero* Air Guitar Rocker, an innovative electronic toy based on Activision, Inc.'s (Nasdaq: ATVI) blockbuster video game franchise, *Guitar Hero*®. With this new toy, consumers are able to unlock their inner rock star anywhere and jam to five famous tracks, as well as five original Air Guitar Rocker™ freestyle riffs. Available in stores in March 2008 for a suggested retail price of \$29.99, the *Guitar Hero* Air Guitar Rocker will be on hand for demonstrations at CES in the Jada Toys, Inc. booth # 72349 at the Sands Hotel Convention Center.

“Jada has a stellar reputation of delivering high quality, trend-setting toys,” said Charles Huang, vice president of business development at Activision/RedOctane. “The Air Guitar Rocker is a unique product that captures the attitude of the *Guitar Hero* franchise perfectly, allowing rock fans and air guitar enthusiasts the opportunity to jam at will to some of the greatest guitar riffs of all-time.”

The *Guitar Hero* Air Guitar Rocker features patented technology which includes guitar pics and a rockin' belt buckle that, when connected to a wearable, mini-amplifier, allows run-of-the-mill rock fans to transform into legendary guitarists. With an air guitar in hand, the user waves the pic over the belt buckle to determine the tempo of the song. The product comes with an Air Cartridge™ that features 10 guitar riffs, ranging in skill level from 1-5, including “Iron Man,” “Smoke on the Water,” “Ace of Spades,” “You Really Got Me,” “More Than a Feeling,” and five original Air Guitar Rocker freestyle riffs. Users are encouraged to listen to the demo tracks, then try to master the riffs on their own. The product can also be connected to external speakers to really rock the house!

“Jada’s motto is ‘Keeping It Real’ and we’re confident we did just that with the *Guitar Hero Air Guitar Rocker*,” said Jack Li, chief executive officer of Jada Toys, Inc. “Our innovative product pays homage to the great *Guitar Hero* brand by extending the fantasy of being a rock star to an exciting new format.”

The *Guitar Hero Air Guitar Rocker* will be available at retailers nationwide in March for a suggested retail price of \$29.99. In the months following launch, Jada will introduce new buckles and new Air Cartridges,™ featuring more legendary heavy metal and new 80’s rock riff assortments.

For more information on the *Guitar Hero Air Guitar Rocker*, check out www.jadatoys.com

About Jada Toys, Inc.:

Headquartered in City of Industry, California, Jada Toys is a privately held, leading manufacturer of authentically licensed and highly stylized die-cast collectible and radio controlled vehicles. A popular product line with both children and adult collectors, Jada’s brands include DUB City, Big Time Muscle, D-Rods, Option D!, High Profile, Chub City and Showroom Floor and can be found in the world’s largest retail and hobby stores including Wal-Mart, Target, Kmart and Toys “R” Us.

About Activision:

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.

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. Activision 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’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’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 recent acquisitions and the identification of suitable future acquisition opportunities the timing and successful completion of the combination of Vivendi Games with Activision, the combined companies' success in executing planned strategies and achieving assumed synergies and cost savings, and foreign exchange rate changes. Other such factors include additional risk factors identified in Activision's most recent annual report on Form 10-K and subsequent quarterly reports on Form 10-Q. 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 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 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.

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