



Activision Publishing Knocks It Out of the Park With Little League® World Series Baseball 2009

--Available Now For Wii(TM) and Nintendo DS(TM)

SANTA MONICA, Calif., June 25, 2009 /PRNewswire-FirstCall via COMTEX News Network/ -- Activision Publishing, Inc. (Nasdaq: ATVI) announced today that Little League(R) World Series Baseball 2009 is out now for Wii(TM) and Nintendo DS(TM). The game improves on the critically acclaimed hit Little League videogame from 2008 with world renowned Japanese developer NOW Production once again at the helm. Players will have the chance to become a Little League(R) World Series baseball Champion, or play with up to three other friends in a variety of exhibition and skill modes.

The list of fresh features in Little League(R) World Series Baseball 2009 is extensive, including:

- New Power-ups that boost your players with special abilities
- More customizable features to edit your players and teams
- Regional Tournaments, in addition to the World Series Tournament
- Nine real world stadiums, including Lamade Stadium in Williamsport, Pennsylvania
- Unlockable player cards add to more strategic gameplay
- Legendary announcers Gary Thorne and Brent Musberger call on all the play-by-play action

"Little League is the world's premiere youth sports franchise, with almost 3 million participants worldwide," said David Oxford, Activision Publishing. "Little League(R) World Series Baseball 2009 offers these baseball participants and enthusiasts a competitively fun experience for the whole family while respecting the game's tradition."

Little League(R) World Series 2009 is now available for \$39.99 for Wii(TM) and \$19.99 for Nintendo DS(TM), and is rated "E" for Everyone.

For more information, visit www.activision.com.

About Little League International

Little League International is the world's largest organized youth sports program, with nearly 2.7 million participants, led by more than one million adult volunteers, in all 50 states and more than 70 other countries. Founded and headquartered in Williamsport, Pa., Little League's goal is to bring the sports of baseball and softball to children and their families, instilling the values of teamwork, sportsmanship and fair play. While thousands of Little Leaguers have advanced to become Major League Baseball players, with some attaining induction into the Baseball Hall of Fame and Museum, Little League's purpose is to create good citizens first.

About NOW Production

NOW Production is a premiere video game developer founded in 1986 and based in Japan. It has developed games for many major publishers, including Namco, Konami and Activision, working on games such as Katamari Damacy, Dance Dance Revolution, Little League World Series 2008, and the upcoming Bakugan. In recent years, "NOWPro" has started creating original, independent titles and is also involved with developing mobile software and online games.

About Activision Publishing

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 and its products can be found on the company's website, www.activision.com.

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