



Activision Publishing Announces 10 Minute Solution, An Upcoming Video Game For Wii™ Based On Anchor Bay Entertainment's Hit Fitness DVDs

Total-Body 10-Minute Workouts for a Healthier, Fitter You!

MINNEAPOLIS, March 8, 2010 /PRNewswire via COMTEX News Network/ -- Activision Publishing, Inc. (Nasdaq: ATVI) today announced an agreement with Anchor Bay Entertainment to release **10 Minute Solution**, a video game for Wii(TM) based on the popular exercise DVDs. Coming this Spring, **10 Minute Solution** will bring focused exercise activities to fitness fans with busy schedules, in an affordable and fun way.

"10 Minute Solution DVDs give users a unique fitness experience: customizable routines that fit into any lifestyle," said David Oxford, Activision Publishing. "We've taken this concept and combined it with the interactivity of the Wii, creating a new kind of workout that gets results."

10 Minute Solution combines the ease of the popular fitness DVDs with casual gaming fun. The game allows players to construct regimens from a wide variety of 10 minute routine blocks, organized into three main categories: cardio boxing, mixed games and aerobics. *10 Minute Solution* is designed to captivate fitness enthusiasts and gamers alike with intense routines that play as a game, unlike other fitness games that simply have the player following a trainer on screen. The game is enhanced when played with the Wii Balance Board(TM), but still offers a fantastic workout without it.

"Our legions of *10 Minute Solution* DVD users will tell you these simple 10 minute exercises work," said Julie Cartwright, SVP Marketing at Anchor Bay Entertainment. "We are ecstatic to be partnering with Activision to do something progressive in the fitness gaming space."

10 Minute Solution will be available for \$19.99, a fantastic value compared to the other Wii(TM) fitness game options. The game is not yet rated by the ESRB. For more information visit www.activision.com.

About Anchor Bay Entertainment

Anchor Bay Entertainment is the home entertainment division of Starz Media, LLC. It includes the Anchor Bay Films and Manga Entertainment brands. It distributes feature films, children's entertainment, fitness, TV series, documentaries, anime and other filmed entertainment on DVD and Blu-ray(TM) formats. It is the exclusive distributor in the U.S. of the theatrical titles from Overture Films. Headquartered in Beverly Hills, CA, Anchor Bay Entertainment has offices in Troy, MI, as well as Canada, the United Kingdom and Australia. Starz Media (www.starzmedia.com) is a controlled subsidiary of Liberty Media Corporation attributed to the Liberty Capital Group.

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 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 levels of Activision Publishing's titles, shifts in consumer spending trends, the impact of the current macroeconomic environment, 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, and the other 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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