



Gluttons for Punishment Unite! Activision Publishing, ABC and Endemol USA Announce Wipeout: The Game for Nintendo DS™ and Wii™

Video Game Hilarity based on ABC's Smash Hit TV Show Hits Shelves This Summer

SANTA MONICA, Calif., March 18, 2010 /PRNewswire via COMTEX News Network/ -- Activision Publishing, Inc. (Nasdaq: ATVI) today announced that it is bringing the Endemol USA produced hit ABC TV show "Wipeout" to Nintendo DS(TM) and Wii(TM) this summer. *Wipeout: The Game* challenges fans to master speed, balance, and precision to overcome the world's largest obstacle course while enduring the inevitable hilarious falls, sometimes at the hands of your friends and family.

"Watching ABC's 'Wipeout' on TV is outrageous fun, and viewers can't help but dream of trying the obstacles themselves," said David Oxford, Activision Publishing. "We designed the video game with this in mind. *Wipeout: The Game* brings all of the challenge and laugh-out-loud hilarity without the pain."

In *Wipeout: The Game*, players will prove they have what it takes to make it to the grand finale "Wipeout Zone" for their chance to be proclaimed champion. Four players can compete at the same time, even allowing them to hurl objects at and taunt their opponents. The video game features everything that people love about the hit ABC show, including commentary from the show's hosts, John Anderson, John Henson and co-host Jill Wagner. Players will have to run, jump and dodge all of *Wipeout's* various obstacles, including the brutal Sucker Punch, the beloved Big Balls, and the insanely difficult Sweeper.

"For the past 2 summers, ABC's 'Wipeout' has continued to splash its way into the homes of millions of American families. We are excited to partner with Activision to bring family-friendly, laugh-out-loud fun into people's living rooms in a whole new way," says Mia Rondinella, Vice President of Business Planning & Development, ABC Entertainment Group. "*Wipeout: The Game* will provide fans with their own chance to run the obstacles, take on the Big Red Balls and challenge family and friends - all while the hosts provide a fun-filled color commentary."

"We couldn't be more thrilled about our partnership with Activision, one of the best producers of cutting edge video games in the world," said David Goldberg, Chairman of Endemol North America. "From day one, we believed that Wipeout's action oriented, comedic sensibility lent itself perfectly to the video game genre and it's very exciting to see our ambition realized. Now, the countless fans who express their interest in running the Wipeout course will get their chance and they'll even be able to do so minus, the mud, foam, colored paint, and cold water in the comfort of their homes."

Wipeout: The Game is set to bring all of the spills, thrills, and competitive fun of America's favorite reality game show to Nintendo DS(TM) and Wii(TM) owners this summer just in time for the premiere of the TV show's highly anticipated 3rd season.

This game is not yet rated by the ESRB. For more information, please visit www.activision.com.

About Endemol USA

Endemol USA is a leading producer of television and digital programming specializing in unscripted and scripted genres for network and cable television. The company produces the hit shows "Wipeout," "Extreme Makeover: Home Edition," "Deal or No Deal," and "Big Brother." Endemol USA is a division of the Endemol Group, a leading international content developer, producer and distributor of television and online programming. The company, headquartered in the Netherlands and the UK, has subsidiaries and joint ventures in 26 countries, including the major European markets, the U.S., South Africa, Argentina, Brazil, Mexico and Australia. Endemol is owned by a consortium consisting of Goldman Sachs Capital Partners, Mediaset Group and Cyrt Group. For more information, please visit <http://www.endemolusa.tv>. Endemol is a privately held company.

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, Norway, Denmark, the Netherlands, Australia, Russia, Japan, South Korea, China and the region of Taiwan. 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 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, 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 (including peripherals) and related software, industry competition, rapid changes in technology, industry standards and consumer preferences, protection of proprietary rights, litigation against Activision Publishing, maintenance of relationships with key personnel, customers, licensees, licensors, vendors and third-party developers, counterparty risks relating to customers, licensees, licensors and manufacturers, domestic and international economic, financial and political conditions and policies, foreign exchange rates and tax rates, integration of recent acquisitions and the identification of suitable future acquisition opportunities, and the other factors identified in the risk factors section of 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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