



## Award Winning Artist Joss Stone Goes Undercover in Activision's James Bond 007™: Blood Stone

### James Bond 007: Blood Stone Delivers Intrigue and Explosive Third-Person Action for the Xbox 360, PlayStation(R)3 system, Windows PC and Nintendo DS(TM) This Holiday Season

SANTA MONICA, Calif., July 16, 2010 /PRNewswire via COMTEX News Network/ -- Award winning artist Joss Stone is set to debut as the newest Bond girl in Activision Publishing, Inc.'s (Nasdaq: ATVI) **James Bond 007: Blood Stone**, an original Bond experience from legendary screenwriter Bruce Feirstein. In addition to stepping into a leading role, Grammy and BRIT Award winner Joss Stone will create original music for the game, luring players into an explosive third-person action adventure where they will unravel an international conspiracy across exotic locales. Players will experience full-throttle, behind-the-wheel action on land and sea while using the most high tech gadgetry known to James Bond 007, the world's most skilled secret agent.

"**James Bond 007: Blood Stone** captures the cinematic intensity of a Bond film by immersing players in an intriguing conspiracy that will require them to think and act like James Bond," said David Pokress, Head of Marketing for Licensed Properties, Activision Publishing. "In addition, the game will feature a diverse array of multi-player modes and debut strategic objective-based gameplay that will allow Xbox 360, PS3(TM) and PC players to battle as teams of spies and mercenaries through authentic Bond locales."

**James Bond 007: Blood Stone** features the likeness and voice talent of Daniel Craig, Joss Stone and Judi Dench and features an epic, original story developed by legendary screenwriter Bruce Feirstein. Players can engage in cover-based firefights, lethal hand-to-hand combat and speed their way through explosive adrenaline-fueled driving sequences as they embark on a global chase leading to action on land and sea through Athens, Istanbul, Monaco and Bangkok. Gamers can also feel what it is like to be a 00 agent, as they take the battle online in several robust 16-person multi-player modes that require skill, teamwork and strategy as players compete in matches that will have spies battling mercenaries.

Joss Stone provides an original musical track to the game titled, "*I'll Take it All*" written and performed by her and Dave Stewart of the Eurythmics. The song will be featured exclusively in **James Bond 007: Blood Stone**.

The **James Bond 007: Blood Stone** video game is being developed by critically acclaimed developer Bizarre Creations for the Xbox 360(R) video game and entertainment system from Microsoft, PlayStation(R)3 computer entertainment system, and Windows PC under license from EON Productions Ltd and Metro-Goldwyn-Mayer Studios Inc. (MGM). Additionally, an original Nintendo DS(TM) game is being developed from the ground up by n-Space. For more information about the game, visit [www.007.com](http://www.007.com).

#### **About Metro-Goldwyn-Mayer Inc.**

Metro-Goldwyn-Mayer Inc., through its operating subsidiaries, is actively engaged in the worldwide production and distribution of motion pictures, television programming, home video, interactive media, music and licensed merchandise. The company owns the world's largest library of modern films, comprising around 4,100 titles. Operating units include Metro-Goldwyn-Mayer Studios Inc., Metro-Goldwyn-Mayer Pictures Inc., United Artists Films Inc., Ventanazul, MGM Television Entertainment Inc., MGM Networks Inc., MGM Domestic Networks LLC, MGM Distribution Co, MGM International Television Distribution In, Metro-Goldwyn-Mayer Home Entertainment LLC, MGM ON STAGE, MGM Music, MGM Worldwide Digital Media, MGM Consumer Products and MGM Interactive. In addition, MGM has ownership interests in international TV channels reaching nearly 120 countries. MGM ownership is as follows: Providence Equity Partners (29%), TPG (21%), Sony Corporation of America (20%), Comcast (20%), DLJ Merchant Banking Partners (7%) and Quadrangle Group (3%). For more information, visit [www.mgm.com](http://www.mgm.com).

#### **About EON Productions/Danjaq, LLC**

EON Productions have produced twenty two James Bond films since 1962. In 1995, Michael G Wilson and Barbara Broccoli took over the 007 franchise from Albert R 'Cubby' Broccoli and are responsible for producing some of the most successful James Bond films ever, including CASINO ROYALE and more recently QUANTUM OF SOLACE. The James Bond franchise is the longest running in film history. EON Productions and Danjaq LLC are affiliate companies and control all worldwide merchandising for James Bond.

#### **About Bizarre Creations**

Bizarre Creations is a video game developer based in Liverpool, England. Established in 1994, the company is famed for such high profile franchises as ***Blur***, ***Formula 1***, ***Fur Fighters***, ***Geometry Wars***, ***The Club***, and the ***Metropolis Street Racer*** and ***Project Gotham Racing*** series. With 200+ staff working out of a custom-built development studio, the company now simultaneously develops several next-gen projects across various platforms. They can be found online at [www.bizarrecreations.com](http://www.bizarrecreations.com).

### **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 maintains operations in the U.S., Canada, the United Kingdom, France, Germany, Ireland, Italy, Sweden, Spain, Norway, Denmark, the Netherlands, Australia, 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](http://www.activision.com).

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