



Activision Unveils New GoldenEye 007™ for Wii™ at 2010 Electronic Entertainment Exposition

SANTA MONICA, Calif., June 15, 2010 /PRNewswire via COMTEX News Network/ -- With eight million copies sold and a legion of passionate fans worldwide, the Nintendo 64 version of GoldenEye defined multiplayer gaming for a generation of gamers in 1997.

Now, a new take on the legendary James Bond adventure arrives with Activision Publishing's (Nasdaq: ATVI) all-new **GoldenEye 007(TM)**, which was unveiled at Nintendo's press briefing, held today during the Electronic Entertainment Exposition (E3) in Los Angeles.

Developed exclusively for Wii(TM) and based on the GoldenEye film, **GoldenEye 007** gives players the chance to use the lethal, gritty style of Daniel Craig's James Bond to outwit, outmaneuver and overtake an arms syndicate that threatens the world in an innovative, modern take on the legendary *GoldenEye* movie adventure. The game, which is slated for release this holiday season, is playable in Nintendo's booth in the West Hall, #5407.

"GoldenEye for the N64 was one of the most acclaimed games and fans regularly cite it as one of the most influential and important titles in history," said David Pokress, Head of Marketing for Licensed Properties, Activision Publishing. "We're thrilled to bring the new **GoldenEye 007** to gamers around the world as an all-new adventure that seamlessly integrates nostalgic GoldenEye movie moments with innovative FPS gameplay and unique multiplayer action that is unrivaled on the platform."

GoldenEye 007 features an unprecedented lineup of four-player split-screen MP options that encourage social gaming, including 40 total characters, 8 classic Bond characters, 5 maps, 3 standard modes and 16 special modifiers that allow gamers to create hundreds of game combinations. **GoldenEye 007** also features online multiplayer for up to 8 players designed for seasoned FPS online gamers with unique modes and a robust XP system for unlockables and achievements. **GoldenEye 007** also supports the Classic Controller Pro(TM) for gamers who want to play with standard FPS controls and the Wii Zapper(TM) for "point and shoot" gamers; players will have several control scheme options, allowing them to experience **GoldenEye 007** on Wii any way they want.

The **GoldenEye 007** video game is developed by Eurocom under license from EON Productions Ltd and Metro-Goldwyn-Mayer Studios Inc. (MGM). For more information about the game, visit www.goldeneyegame.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 Inc., 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.

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 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.

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