



Carly and the Gang Return to Wii™ and Nintendo DS™ This Fall in Activision Publishing's iCarly 2: iJoin The Click!

New Game Based on Nickelodeon's Hit TV Show is Creative, Social, and "LOL" Fun!

SANTA MONICA, Calif., July 29, 2010 /PRNewswire via COMTEX News Network/ -- Activision Publishing, Inc. (Nasdaq: ATVI), and Nickelodeon today announced the second entry in the videogame series inspired by the number-one live-action show on television with kids 2-11, [iCarly](#). Coming to Wii(TM) and the Nintendo DS(TM) family of hand-held systems internationally this Fall, ***iCarly 2: iJoin The Click!*** puts the player in the role of the new kid at Ridgeway High, where they will socialize with all the characters from the show and meet up to make new *iCarly* webisodes.

"One of the unique characteristics of the show and a key factor in its success is the show's interactive integration of its fans," said David Oxford, Activision Publishing. "With the program continuing to reach new ratings milestones and with our first *iCarly* game being very well received, we've developed a fresh new take on the game that allows fans to immerse themselves in the world of *iCarly* and to fully interact with its awesome cast of personalities."

In ***iCarly 2: iJoin The Click!***, the adventure starts with the player as a newbie student at Ridgeway who begins to hang out with Carly, Sam and Freddie at locations from the show, such as Groovie Smoothie, the Pacific Place Mall, and even Carly's apartment. While exploring the locations and interacting with the cast, players get to compete in a series of fun challenges and mini-games to help out the gang. Carly wants her webisodes to become an even *bigger* sensation, so they need the player's help in LIVE in 5! Mode by choosing props for the set, adjusting the crew, and making sure the show goes off without a hitch. For those with a Nintendo DSi(TM), the game takes advantage of the system's built-in camera to let the player take shots and import images to customize her look and wardrobe in true *iCarly* style.

iCarly 2: iJoin The Click! is available internationally this Fall on Wii(TM) and Nintendo DS(TM). The game is not yet rated by the ESRB. For more information visit www.activision.com.

Year-to-date, *iCarly* ranked as the number-one live-action series on broadcast and basic cable with kids 2-11 and kids 6-11. It is Nickelodeon's number-one show with K6-11 and T9-14 and is also the number-one live-action series with kids 2-11. (Source: NMR Live+7 Blended with Live+SD from 12/28/09 - 7/13/10). *iCarly* airs regularly Saturdays at 8:00pm (ET/PT). A show within a show, *iCarly* follows Carly Shay and her two best friends, Sam and Freddie, as they create a webcast for and about kids their age while grappling with everyday tween problems and adventures.

On Friday, July 30, at 8 p.m. (ET/PT), Nickelodeon will reveal Carly's bedroom for the first time ever in an all-new special episode, "iGot a Hot Room." When a birthday gift from Spencer accidentally catches fire and destroys Carly's bedroom, Spencer recruits the *iCarly* gang to help make her room into the coolest, most incredible new bedroom imaginable.

About Nickelodeon

Nickelodeon, now in its 31st year, is the number-one entertainment brand for kids. It has built a diverse, global business by putting kids first in everything it does. The company includes television programming and production in the United States and around the world, plus consumer products, online, recreation, books and feature films. Nickelodeon's U.S. television network is seen in more than 100 million households and has been the number-one-rated basic cable network for 16 consecutive years. For more information or artwork, visit <http://www.nickpress.com>. Nickelodeon and all related titles, characters and logos are trademarks of Viacom Inc. (NYSE: VIA, VIA.B).

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, 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 including from used games and other forms of entertainment, litigation risks and associated costs, rapid changes in technology, industry standards, business models including online and used games, and consumer preferences, including interest in specific genres such as music, first-person action and massively multiplayer online games, protection of proprietary rights, maintenance of relationships with key personnel, customers, licensees, licensors, vendors, and third-party developers, including the ability to attract, retain and develop key personnel and developers that can create high quality "hit" titles, 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, and the identification of suitable future acquisition opportunities and potential challenges associated with geographic expansion, and the other factors identified in the risk factors sections 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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