



## Activision Publishing's Big League Sports Available Now for Nintendo Wii(TM)

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Activision Publishing, Inc. (Nasdaq: ATVI) announced today Big League Sports for the Wii(TM) has hit retail shelves in North America. Developed by Koolhaus Games exclusively for Wii, the game is all about putting players right into the action in the most thrilling situations in their favorite sports.

There are multiple disciplines to master within tennis, basketball, football, soccer, lacrosse and hockey. But unlike other games the focus is not on the team - it's on whether or not you can deliver in specific, adrenaline-pumping moments. Whether it's acing an opponent in tennis, hitting a basketball shot at the buzzer, or bending free kicks around a goalie in soccer, Big League Sports offers a fresh interpretation of what a sports game can be on Wii.

"Big League Sports is perfect for family game night," said Dave Oxford, Activision Publishing. "The innovative Wii controls offer the kind of accessible head to head competition that gets everyone off the couch, playing and cheering!"

Big League Sports allows up to four players to compete in a variety of modes, including single game and tournament modes that offer hours of non-stop action. Players can also view their statistics and overall progress, as well as the trophies they have won. A character creation feature allows players to craft a character to their liking with dozens of customization options.

The game is out now for a suggested retail price of \$39.99 and is rated "E" for Everyone by the ESRB. For more information visit [www.activision.com](http://www.activision.com).

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 Publishing and its products can be found on the company's website, [www.activision.com](http://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 of Activision Publishing's titles, shifts in consumer spending trends, 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. Other such factors include additional risk 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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