



Call of Duty®: World at War: ZOMBIES Available Now From The App Store

This Holiday Season, Bring the Joy of Slaying Zombies to Your iPhone(R) or iPod touch(R)

SANTA MONICA, Calif., Nov 16, 2009 /PRNewswire-FirstCall via COMTEX News Network/ -- This holiday season, bring the joy of slaying Zombies to the palm of your hand - Activision Publishing, Inc. (Nasdaq: ATVI) and developer Treyarch, announced today the availability of the Apple iPhone & iPod Touch app: *Call of Duty: World at War: ZOMBIES*. This mobile version of the hit gameplay mode from Treyarch's blockbuster title *Call of Duty(R): World at War* delivers upon the experience of one of the most popular and played online games of 2009. *Call of Duty: World at War: ZOMBIES* offers both single player and the game's highly-addictive co-op gameplay experience in full 3-D, allowing up to four players to join a game via Wi-Fi, locally or across the Internet, and up to two players via Bluetooth, all on the go!

"This is a great opportunity for fans of *Call of Duty: World at War* to take the fight against the Zombie masses wherever they are," said Mark Lamia, Studio Head of Treyarch. "*Zombies* is a single player and co-op gameplay mode that people from all over the world have enjoyed playing and have spent countless hours conquering limitless waves of Zombies."

The *Call of Duty: World at War: ZOMBIES* App, developed by Ideaworks Game Studio for the iPhone and iPod touch, is available for \$9.99 from the App Store at www.itunes.com/appstore/.

Introduction of the *Call of Duty: World at War: ZOMBIES* game on the iPhone and iPod Touch follows the August release of the free iPhone application that allows registered *Call of Duty: World at War* fans who own iPhones to remotely access important news and updates, and further allows players with linked accounts on www.CoDWaW.com to see key stats from the blockbuster game. The *Call of Duty: World at War* Companion has been downloaded more than 800,000 times since its release.

Call of Duty: World at War is rated "M" (Mature) by the ESRB for Intense Violence, Strong Language, Blood and Gore. For more information about *Call of Duty: World at War*, visit www.CoDWaW.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 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.

A(C) 2009 Activision Publishing, Inc. Activision and Call of Duty are registered trademarks of Activision Publishing, Inc. All rights reserved. All other trademarks and trade names are the properties of their respective owners.

SOURCE Activision Publishing

<http://www.activision.com>

Copyright (C) 2009 PR Newswire. All rights reserved