



Ice Age™: Dawn of the Dinosaurs Video Game Hits Store Shelves Worldwide Today

--Activision and Twentieth Century Fox Licensing & Merchandising Deliver an Exciting New Game Where Kids Control Their Favorite Sub-Zero Heroes in an All New Adventure

SANTA MONICA, Calif., June 30, 2009 /PRNewswire-FirstCall via COMTEX News Network/ -- It's time for gamers around the world to embark on an all-new incredible adventure with their favorite sub-zero heroes in Ice Age(TM): Dawn of the Dinosaurs from [Activision Publishing, Inc.](#) (Nasdaq: ATVI) and Twentieth Century Fox Licensing & Merchandising (Fox Licensing). Based on the highly anticipated 3-D animated feature from Twentieth Century Fox, which debuts worldwide on July 1, the game allows players to command their favorite movie characters, including Sid, Manny, Diego, Scrat and the relentless one-eyed Dino hunting weasel, Buck, and venture into a mysterious underground world of dinosaurs, while solving puzzles and platforming through more than 15 exciting levels.

"Ice Age: Dawn of the Dinosaurs allows kids to play as some of their favorite movie characters on their own, or, for the first time in the series, with their family and friends in multiplayer mini-games," said Rob Kostich, head of marketing for licensed properties, Activision Publishing, Inc. "Family game night will take on a whole new meaning as you compete in hilarious challenges like Sloth Throw, Dino Targets and Sloth Chase using your Wii Remote(TM) or gamepad."

"The Ice Age franchise is so successful because the characters are extremely engaging and the story is fantastic - two elements that are perfect for a video game," said Gary Rosenfeld, Senior Vice President of New Media for Fox Licensing. "This game is fun for the entire family and will provide hours of entertainment."

The Ice Age: Dawn of the Dinosaurs video game takes players on a quest through the frozen tundra to a lush jungle teeming with mysterious plants, fierce dinosaurs, wild new adventures and all-new friends. Offering more than six playable characters, the game allows fans to master the unique abilities and combat skills of each through continuously changing gameplay challenges. Every level presents new and exciting opportunities to defeat enemies with Sid's spin attack, utilize Buck's lasso to swing across treacherous landscapes, avoid obstacles as Scrat using his wall jumping and ceiling crawling abilities and escape from perilous situations flying on the back of a pterodactyl with Buck, Crash and Eddie. In addition, up to four players can share the Ice Age experience in eight competitive multiplayer mini-games.

Ice Age: Dawn of the Dinosaurs was developed for the console and PC platforms by Eurocom and for Nintendo DS by Artificial Mind & Movement.

The game is available for the Xbox 360(R) video game and entertainment system from Microsoft, Wii(TM) and the PLAYSTATION(R)3 computer entertainment system for a suggested retail price of \$49.99; the PlayStation2 computer entertainment system and Nintendo DS for the suggested retail price of \$29.99 and Games for Windows(R) for a suggested retail price of \$19.99. The console and Games for Windows versions are rated "E10+" (Cartoon Violence) and DS is rated "E" (Mild Cartoon Violence) by the ESRB.

For more information on the Ice Age: Dawn of the Dinosaurs video game, please visit www.IceAgeGame.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.

About Twentieth Century FOX Licensing & Merchandising

A recognized industry leader, Twentieth Century FOX Licensing and Merchandising licenses and markets properties worldwide on behalf of Twentieth Century FOX Film Corporation, Twentieth Television and FOX Broadcasting Company, as well as third party lines. The division is aligned with Twentieth Century FOX Television, one of the top suppliers of primetime entertainment programming to the broadcast networks.

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