



Gamers to Return Deep Undercover With True Crime® in 2010

Multi-Million Unit Selling Franchise Reboots with New Studio, And All-New Cinema Style Action Inspired Story, Characters and Location

SANTA MONICA, Calif., Dec 14, 2009 /PRNewswire-FirstCall via COMTEX News Network/ -- It's time for gamers to take on a new undercover assignment with [Activision Publishing, Inc.](#)'s (Nasdaq: ATVI) announcement of *True Crime(R)* - an all-new open-world game inspired by classic Hollywood and Asian cinema style action thrillers. Built from the ground up by developer United Front Games to look, feel and play like a true Hong Kong action flick, *True Crime* follows the story of detective Wei Shen as he infiltrates one of Hong Kong's notorious Triad crime syndicates. The title was revealed exclusively this past Saturday, December 12th during *Spike TV's 7th Annual "Video Game Awards 2009"* show.

As a newly hired thug within the Triad organization, Wei must do whatever it takes to stay undetected and survive, balancing his moral duty as a cop with the objectives of the assignment. In order to ascend the ranks of the underworld, gamers will engage in visceral, fast-paced martial arts combat and explosive gunfights, along with high-octane driving sequences and acrobatic free-running chases as they go deeper and deeper undercover.

"We've been waiting for the right story and opportunity to bring *True Crime* to a new generation of gamers in 2010," said Maria Stipp, EVP and GM of Owned Properties, Activision Publishing. "United Front Games has the vision to bring this new undercover game experience to life, where fans will play out their own epic Hong Kong action thriller!"

"We're excited about the opportunity to deliver a complete reboot of the *True Crime* experience," said Stephen van der Mescht, Executive Producer at United Front Games. "As our Spike TV VGA reveal trailer shows, we are dedicated to creating both an exceptional open-world gameplay experience through our combat, free-running, shooting and driving mechanics, as well as a rich story with memorable recurring characters. We want players to feel like an undercover cop experiencing the moral dilemmas and life and death situations of the HK underworld."

Set in Hong Kong, *True Crime* takes gamers through diverse neighborhoods, ranging from the high class Central HK to the bustling fish markets of Aberdeen and beyond in a wide variety of story missions and sandbox activities. The game also introduces handfuls of intriguing characters for gamers to interact with as they navigate through a truly unique and dangerous city.

Gamers can go undercover and "become one of them" when *True Crime* arrives in Fall 2010 for the Xbox 360(R) video game and entertainment system from Microsoft, PlayStation(R)3 computer entertainment system and the Games for Windows(R). The game is currently rated "RP" (Rating Pending) by the ESRB.

For more information on *True Crime*, please visit the official game web site located at www.truecrime.com.

About United Front Games

Based in Vancouver, British Columbia, United Front Games (UFG) was formed in 2007 by game industry veterans who have led development for such groundbreaking titles as the *Need for Speed* series, *SKATE*, *Bully*, *Scarface*, *Godfather*, *Hulk*, *Spore* and the *NHL Sports* franchise. More information about UFG can be found on the company's website at www.unitedfrontgames.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.

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