



Activision Publishing Goes to Bat for the Xbox 360 and PlayStation®3 With Little League® World Series Baseball 2010

SANTA MONICA, Calif., May 28, 2010 /PRNewswire via COMTEX News Network/ -- Activision Publishing, Inc. (Nasdaq: ATVI) announced today that ***Little League(R) World Series Baseball 2010***, this year's entry in the acclaimed hit baseball series, will be released this July for the Xbox 360(R) video game and entertainment system from Microsoft and the PlayStation(R)3 computer entertainment system. This is the first time the perennially popular Little League(R) franchise has "hit" these systems.

"We felt it was time to finally bring the popular Little League(R) series to gamers playing Xbox 360 and PlayStation(R)3," said David Oxford, Activision Publishing. "*Little League(R) World Series Baseball 2010* is visually stunning and packed with tons of new content, while remaining an accessible pick-up-and-play game for the whole family."

Little League(R) World Series Baseball 2010 is Activision's third officially licensed Little League(R) video game, and once again it is being developed by world renowned Japanese studio NOW Production. Players will have the chance to become a Little League World(R) Series Baseball Champion, while online functionality offers the ability to upload records and leader boards. New features include an all-new Season and Career mode that leads players from chumps to champs on the way to the World Series.

"Activision has been an outstanding partner because they listen closely to what real Little League players have to say about our videogames," Jud Rogers, Sr. Marketing Executive, Little League International. "This commitment to evolution is what makes *Little League(R) World Series Baseball 2010* an outstanding title of which our organization is intensely proud."

Little League(R) World Series Baseball 2010 will be available this July for \$39.99. The game is not yet rated by the ESRB. For more information, visit www.activision.com.

About Little League International

Little League International is the world's largest organized youth sports program, with nearly 2.7 million participants, led by more than one million adult volunteers, in all 50 states and more than 70 other countries. Founded and headquartered in Williamsport, Pa., Little League's goal is to bring the sports of baseball and softball to children and their families, instilling the values of teamwork, sportsmanship and fair play. While thousands of Little Leaguers have advanced to become Major League Baseball players, with some attaining induction into the Baseball Hall of Fame and Museum, Little League's purpose is to create good citizens first.

About NOW Production

NOW Production is a premiere video game developer founded in 1986 and based in Japan. It has developed games for many major publishers, including Namco, Konami and Activision, working on games such as *Katamari Damacy*, *Dance Dance Revolution*, *Little League World Series 2009*, and *Bakugan Battle Brawlers*. In recent years, "NOWPro" has started creating original, independent titles and is also involved with developing mobile software and online games.

About Activision Publishing

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 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 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 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 (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, and the other 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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