



## DreamWorks Animation's Madagascar Kartz™ Video Game Coming October 27 From Activision Publishing

### Take a Drive on the Wild Side

SANTA MONICA, Calif., Oct 09, 2009 /PRNewswire-FirstCall via COMTEX News Network/ -- Activision Publishing, Inc. (Nasdaq: ATVI) today announced that DreamWorks Animation SKG, Inc.'s (Nasdaq: DWA) *Madagascar Kartz*(TM) video game will be released on October 27 for Wii(TM), Nintendo DS(TM), Xbox 360(R) video game and entertainment system from Microsoft, and PlayStation(R)3 computer entertainment system. The video game combines the wild world of DreamWorks Animation's Madagascar(R) franchise with over-the-top kart racing, resulting in an outrageous ride the whole family can enjoy together. The Wii(TM) version can be purchased as a bundle, which features a *DreamWorks' Madagascar Kartz* steering wheel packaged with the game - just load the Wii Remote(TM) into the steering wheel and get your animal instincts in high gear.

Jump behind the wheel and drive yourself wild as you play as Alex, Marty, Gloria, Melman, King Julien or those crafty penguins! You can power-up and perform zany jumps, outlandish flips, and radical rolls on amazing tracks from the world of Madagascar (R), including the New York City Zoo, the plane crash site, the volcano, plus many more. Keep an edge on your wild competitors with cool pickups, such as power boosts, obstacles, and projectiles. *DreamWorks' Madagascar Kartz* features split-screen head-to-head multiplayer action, allowing up to four players to go bananas and race locally against one another in Championship, Quick Race and Time Trial modes.

"The Madagascar(R) films are packed with personality and can be enjoyed by everyone," said David Oxford, Activision Publishing. "We designed *DreamWorks' Madagascar Kartz* with the same idea. With the whole family competing against each other as their favorite zoosters, you have never seen action this wild!"

For more information visit [www.activision.com](http://www.activision.com).

### 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](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 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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