



Activision Supports Nintendo® DSi™ Launch With DSiWare™ Title Mixed Messages™

SANTA MONICA, Calif., April 13, 2009 /PRNewswire-FirstCall via COMTEX News Network/ -- Showing its support for Nintendo's new handheld game system the Nintendo DSi(TM), Activision Publishing, Inc. (Nasdaq: ATVI) is the first third-party publisher to have a downloadable game available via the DSiWare(TM) service that lets consumers populate their Nintendo DSi system with downloadable games. Created by Vicarious Visions, an award winning studio with a history of developing landmark titles for the Nintendo handheld platforms, Mixed Messages(TM) is a party game designed for 2 to 21 players that delivers hours of creative and hilarious fun by allowing players to take turns either writing a phrase or drawing picture and passing it onto the next player to add their style to it.

"The Nintendo DSi should further broaden the appeal of portable gaming and we are excited to debut Mixed Messages," said Mike Griffith, President and CEO, Activision Publishing, Inc. "The game is a fun way for consumers of all ages to explore their creativity as they evolve the message in the game."

"Nintendo DSi lets people create their own personalized content and share it with friends and family," said Cammie Dunaway, Nintendo of America's executive vice president of Sales & Marketing. "Mixed Messages balances those features in a fun way by putting a modern twist on the classic game of telephone. Players create a new Nintendo DSi experience every time they play."

Mixed Messages is now available for Nintendo DSi from the Nintendo DSi Shop at a price of 500 DSi points and is rated "E" for Everyone by the ESRB. For more information on Mixed Messages, visit www.mixedmsgs.com.

Headquartered in Santa Monica, California, Activision Publishing, Inc. is a leading worldwide developer, publisher and distributor of interactive entertainment and leisure products.

Activision 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.

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