



GoldenEye 007™ Classic Edition Hardware Bundle Features Exclusive Gold Wii™ Classic Controller Pro™

Nintendo and Activision Unveil Limited Edition Controller Bundle, Giving Gamers the Ultimate 00 Agent Arsenal

SANTA MONICA, Calif., Aug 11, 2010 /PRNewswire via COMTEX News Network/ -- Activision Publishing, Inc. (Nasdaq: ATVI) is giving GoldenEye fans a vintage Bond gaming experience with the **GoldenEye 007(TM) Classic Edition**, a game bundle featuring an exclusive gold Classic Controller Pro(TM). Inspired by the legendary golden gun, the gold controller gives fans and Wii(TM) gamers an additional control scheme option, allowing them to play with added accessibility -- the full bundle will be available this fall for \$69.99.

"In addition to the Wii Remote and Nunchuk, GoldenEye will also support the Wii Zapper for 'point and shoot' gamers, giving players several ways to experience GoldenEye on Wii," said David Pokress, Head of Marketing for Licensed Properties, Activision Publishing. "We also couldn't pass up the opportunity to pay homage to the golden gun with the gold Classic Controller Pro, which looks cool and also gives shooter fans a familiar control scheme to use as they blast their way through the game."

Developed exclusively for Wii and based on the *GoldenEye* film, **GoldenEye 007** gives players the chance to use the lethal, gritty style of Daniel Craig's James Bond to outwit, outmaneuver and overtake an arms syndicate that threatens the world in an innovative, modern take on the legendary *GoldenEye* movie. **GoldenEye 007** features an unprecedented lineup of four-player split-screen MP options that encourage social gaming, including 40 total characters, eight classic Bond characters, ten maps, three standard modes and 18 special modifiers that allow gamers to create hundreds of game combinations. **GoldenEye 007** also features online multiplayer for up to eight players designed for seasoned FPS online gamers with unique modes and a robust XP system for unlockables and achievements.

The **GoldenEye 007** video game for Wii(TM) is rated "T" (Teen -- for Violence) by the ESRB. **GoldenEye 007** is developed by Eurocom (the Nintendo DS(TM) version is being developed by n-Space) under license from EON Productions Ltd and Metro-Goldwyn-Mayer Studios Inc. (MGM). For more information about the game, visit www.goldeneyegame.com.

About Metro-Goldwyn-Mayer Inc.

Metro-Goldwyn-Mayer Inc., through its operating subsidiaries, is actively engaged in the worldwide production and distribution of motion pictures, television programming, home video, interactive media, music and licensed merchandise. The company owns the world's largest library of modern films, comprising around 4,100 titles. Operating units include Metro-Goldwyn-Mayer Studios Inc., Metro-Goldwyn-Mayer Pictures Inc., United Artists Films Inc., Ventanazul, MGM Television Entertainment Inc., MGM Networks Inc., MGM Domestic Networks LLC, MGM Distribution Co, MGM International Television Distribution In, Metro-Goldwyn-Mayer Home Entertainment LLC, MGM ON STAGE, MGM Music, MGM Worldwide Digital Media, MGM Consumer Products and MGM Interactive. In addition, MGM has ownership interests in international TV channels reaching nearly 120 countries. MGM ownership is as follows: Providence Equity Partners (29%), TPG (21%), Sony Corporation of America (20%), Comcast (20%), DLJ Merchant Banking Partners (7%) and Quadrangle Group (3%). For more information, visit www.mgm.com.

About EON Productions/Danjaq, LLC

EON Productions have produced twenty two James Bond films since 1962. In 1995, Michael G Wilson and Barbara Broccoli took over the 007 franchise from Albert R 'Cubby' Broccoli and are responsible for producing some of the most successful James Bond films ever, including CASINO ROYALE and more recently QUANTUM OF SOLACE. The James Bond franchise is the longest running in film history. EON Productions and Danjaq LLC are affiliate companies and control all worldwide merchandising for James Bond.

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 maintains operations in the U.S., Canada, the United Kingdom, France, Germany, Ireland, Italy, Sweden, Spain,

Norway, Denmark, the Netherlands, Australia, 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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