



Activision Publishing Acquires Budcat Creations

SANTA MONICA, Calif., Nov 10, 2008 /PRNewswire-FirstCall via COMTEX News Network/ -- Activision Publishing, Inc. (Nasdaq: ATVI) today announced that it has acquired video game developer Budcat Creations. Based in Iowa City, Iowa, Budcat Creations is an award-winning development studio with expertise on the Wii(TM) home video game system and the Nintendo DS(TM).

Activision Publishing has worked with Budcat Creations on the development of multiple games in the Guitar Hero franchise including Guitar Hero(R) III: Legends of Rock(TM), Guitar Hero(R): Aerosmith(R) and Guitar Hero(R) World Tour. The studio is currently in development on a new game in the Guitar Hero franchise.

"Budcat Creations is an outstanding developer with an experienced management team and a very talented group of programmers, designers and artists," said Mike Griffith, President and CEO of Activision Publishing, Inc. "In addition to strengthening our development capabilities on the Nintendo platforms, this acquisition increases our Guitar Hero development resources as we continue to grow the franchise and expand our global leadership position in the music-based genre."

"We are thrilled to partner with Activision and believe that this acquisition is a perfect fit for both companies," said Jeremy Andersen, General Manager of Budcat Creations. "Their world class sales and marketing support coupled with best-in-class execution across all areas of their business means that we can focus our time and resources on what we love and do best -- creating great games."

Under the terms of the acquisition agreement, Budcat Creations has become a wholly owned subsidiary of Activision Publishing and the company's management team has signed multi-year employment contracts with Activision Publishing. The studio will continue to be based in Iowa City, Iowa. Financial terms of the agreement were not disclosed.

Headquartered in Santa Monica, California, Activision Publishing, Inc., a subsidiary of Activision Blizzard, 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 Publishing and its products can be found on the company's website, <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 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, 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 companies' ability to realize the anticipated benefits and synergies of the transaction to the extent, or in the timeframe, anticipated and Activision Publishing's success in integrating the operations of Activision Publishing and Budcat Creations in a timely manner, or at all, and the combined companies' ability to realize the anticipated benefits and synergies of the transaction to the extent, or in the timeframe, anticipated. Other such factors include additional risk factors identified in Activision Blizzard's most recent quarterly report 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 their control and may cause actual results to differ materially from current expectations.

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