



## **Activision Publishing Ships Little League(R) World Series 2008 for Wii(TM) and Nintendo DS (TM)**

SANTA MONICA, Calif., Aug 05, 2008 /PRNewswire-FirstCall via COMTEX News Network/ -- Activision Publishing, Inc. (Nasdaq: ATVID) announced today that Little League(R) World Series 2008 is now available for Wii(TM) and Nintendo DS(TM). Developed by NOW Production specifically for Nintendo's platforms, the game captures the competitive fun of the most popular organized youth sport in the world.

"This is the first officially licensed Little League game for these platforms and the controls have been masterfully crafted for accessibility," said Dave Oxford, Activision Publishing. "This is a game that can be enjoyed by the entire family."

Little League(R) World Series 2008 features eight U.S. and eight international teams, extraordinarily deep character customization, World Series mode, and a full season mode that will challenge even the biggest Little League fan. In addition, six mini-game "Skill Challenges", stat tracking, talent power ups, and a range of collectibles give the title variety and depth.

The game arrives just in time for the real life Little League World Series, which takes place in South Williamsport, Pennsylvania from August 15-24. The Little League(R) World Series 2008 game will be on hand for players, fans, and press to take a crack at.

Little League(R) World Series 2008 is now available for \$49.99 for Wii(TM) and \$29.99 for Nintendo DS(TM), and is rated "E" for Everyone.

### **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.

The use of "Little League," "Little Leaguer," "Little League Baseball and Softball," "Little League World Series," and "LL" are all registered trademarks protected by act of Congress and should never be used in a general or generic sense to reference any youth baseball or softball program other than that chartered with Little League International based in Williamsport, Pa.

### **About Now Production**

Now Production is a premiere videogame 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 and Dance Dance Revolution and Little League World Series 2008. In recent years, Nowpro has started creating original, independent titles and is also involved with developing mobile software and online games.

### **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 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, [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 of Activision Publishing's titles, shifts in consumer spending trends, 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. Other such factors include additional risk 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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