



## Activision Kicks Off 'The Bond Event of 2010' In Style With GoldenEye 007™ and James Bond 007™: Blood Stone

--Highly-Anticipated GoldenEye 007 Makes its Debut on Wii(TM), Nintendo DS(TM) --James Bond 007: Blood Stone Delivers Explosive Third-Person Action for Xbox 360(R), PlayStation(R)3 system, Windows PC and Nintendo DS(TM)

SANTA MONICA, Calif., Nov. 2, 2010 /PRNewswire via COMTEX News Network/ -- Activision Publishing, Inc. (Nasdaq: ATVI) is giving James Bond fans a double dose of their favorite secret agent with the release of **GoldenEye 007**, a modern take on the legendary GoldenEye adventure for Wii and Nintendo DS; and **James Bond 007: Blood Stone**, an original, cinematic Bond experience for Xbox 360, PlayStation(R)3 computer entertainment system, PC and Nintendo DS. Both games are penned by legendary Bond writer, Bruce Feirstein, and combine amazing storylines with all the action, intrigue and high tech gadgetry from the world of James Bond 007, Her Majesty's secret agent.

"2010 is truly shaping up to be the year of James Bond," said David Pokress, Head of Marketing for Licensed Properties, Activision Publishing. "We have two incredible offerings for consumers, one featuring a diverse array of nostalgic GoldenEye moments and the other an original Bond action-adventure sure to give Bond fans their fix this holiday."

**GoldenEye 007** is enhanced to make full use of the Wii platform's unique and interactive capabilities. The new **GoldenEye 007** will push the first-person shooter genre on Wii to the next level. Blending fast-paced first-person shooter action with covert gameplay, **GoldenEye 007** epitomizes the modern "thinking man's shooter" by offering varied ways to complete each mission. The game features an unprecedented lineup of four-player split-screen multiplayer options that encourage social gaming, including 50 total characters, eight classic Bond characters, ten maps, three standard modes and 17 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.

Nicole Scherzinger, best known as the lead singer of the Pussycat Dolls and winner of season ten of *Dancing with the Stars*, brings her grammy-nominated vocal talents to **GoldenEye 007** with her new rendition of Tina Turner's original "GoldenEye" theme song. The song is featured in the game's opening credits sequence and has become synonymous with the classic Bond adventure.

**James Bond 007: Blood Stone** is optimized for the Xbox 360 and PS3(TM) and delivers explosive action leveraging Daniel Craig's lethal and gritty James Bond in an epic and authentic adventure. Players can engage in cover-based firefights, hand-to-hand combat and speed through explosive adrenaline-fueled driving sequences as they embark on a global chase on land and sea through Athens, Istanbul, Monaco, Siberia and Bangkok. Gamers can also feel what it is like to be a 00 agent, as they take the battle online in several robust 16-person multi-player modes that require skill, teamwork and strategy as players compete in matches that will have spies battling mercenaries.

Joss Stone makes her video game debut as a new Bond girl. She also performed an original song for the game, entitled "I'll Take it All," which she co-wrote with Dave Stewart of the Eurythmics.

The **GoldenEye 007** and **James Bond 007: Blood Stone** video games are rated "T" (Teen - for Violence) by the ESRB. **GoldenEye 007** for Wii(TM) was developed by Eurocom and a Nintendo DS(TM) version was developed by n-Space. **James Bond 007: Blood Stone** was created by Bizarre Creations for the Xbox 360(R) video game and entertainment system from Microsoft, PlayStation(R)3 computer entertainment system and Windows PC. Additionally, an original Nintendo DS(TM) game was created from the ground up by n-Space. All games were created under license from EON Productions Ltd and Metro-Goldwyn-Mayer Studios Inc. (MGM).

For more information about **GoldenEye 007**, visit [www.goldeneyegame.com](http://www.goldeneyegame.com). For more information on **James Bond 007: Blood Stone** visit [www.bloodstonegame.com](http://www.bloodstonegame.com).

### About Metro-Goldwyn-Mayer Inc.

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### **About EON Productions/Danjaq, LLC**

EON Productions Limited and Danjaq LLC are wholly owned and controlled by the Broccoli/Wilson family. Danjaq is the US based company that co-owns, with MGM, the copyright in the existing James Bond films and controls the right to produce future James Bond films as well as all worldwide merchandising. EON Productions, an affiliate of Danjaq, is the UK based production company which makes the James Bond films. The 007 franchise is the longest running in film history with twenty-two films produced since 1962. Michael G Wilson and Barbara Broccoli took over the franchise from Albert R 'Cubby' Broccoli in 1995 and have produced some of the most successful Bond films ever including CASINO ROYALE and QUANTUM OF SOLACE.

### **About Bizarre Creations**

Bizarre Creations is a video game developer based in Liverpool, England. Established in 1994, the company is famed for such high profile franchises as ***Blur***, ***Formula 1***, ***Fur Fighters***, ***Geometry Wars***, ***The Club***, and the ***Metropolis Street Racer*** and ***Project Gotham Racing*** series. With 200+ staff working out of a custom-built development studio, the company now simultaneously develops several next-gen projects across various platforms. They can be found online at [www.bizarrecrations.com](http://www.bizarrecrations.com).

### **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.

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