



/C O R R E C T I O N -- Activision Publishing, Inc./

MINNEAPOLIS, Jan 11, 2010 /PRNewswire via COMTEX News Network/ -- In the news release, Activision Publishing Announces Upcoming Percy Jackson & The Olympians: The Lightning Thief Video Game for Nintendo DS(TM), issued 11-Jan-2010 by Activision Publishing, Inc. over PR Newswire, we are advised by the company that there are numerous updates to the original release. The complete, corrected release follows:

Activision Publishing and Twentieth Century Fox Licensing & Merchandising Announce Release of Percy Jackson & The Olympians: The Lightning Thief Video Game for Nintendo DS(TM)

February Release Timed to Opening Of the Highly Anticipated Film from 20th Century Fox

Activision Publishing, Inc. (Nasdaq: ATVI) and Twentieth Century Fox Licensing & Merchandising (Fox Licensing), announced today the February 9, 2010 release of *Percy Jackson & The Olympians: The Lightning Thief* for the Nintendo DS(TM). Based on the first title in Rick Riordan's best-selling book series and the highly anticipated film from 20th Century Fox, the tactical role-playing game puts players in command of Percy Jackson and his fellow demigods as they battle for survival in a contemporary world ruled by powerful Greek gods. *Percy Jackson & The Olympians: The Lightning Thief* arrives in theaters everywhere February 12, 2010.

"The *Percy Jackson* book series has been on the New York Times Best Seller list for more than 125 weeks and the *Percy Jackson & the Olympians: The Lightning Thief* film adaptation is one of the most buzzed about movies for 2010," said David Oxford, Activision Publishing. "We're honored to work on such a hot property, building on the elements that fans love, to create a fantastic video game that can be played on the go."

"Chris Columbus has made a great film that is very true to the fantastic stories in the book series," said Gary Rosenfeld, Senior Vice President of New Media Licensing for Fox Licensing. "We needed a partner that could take this vision and translate it into a great and most importantly - fun - game for all the fans. Activision has certainly delivered."

"The film is so action-packed that a video game is a natural extension," added director Chris Columbus. "Activision has been the ideal partner to bring the movie to life in yet another thrilling way."

Players in *Percy Jackson & the Olympians: The Lightning Thief* will adventure across America in search of Zeus' master lightning bolt while assembling their best fighting team to go head-to-head against ruthless enemies. Joining Percy are his friends Annabeth and Grover, and plenty more allies each with "godly" abilities and battle advantages. Planning which team member to take into battle is key to survival - certain combinations of characters boost their effectiveness.

Based upon the first novel in author Rick Riordan's best-selling book series, *Percy Jackson & The Olympians: The Lightning Thief* is set in a modern world where the twelve gods of Mount Olympus are alive, Percy Jackson, the teenage son of Poseidon, is suspected by Zeus of stealing his lightning bolt, the universe's most powerful weapon. Percy must prove his innocence, save his mother, and avoid a devastating war among the gods.

For more information please visit www.activision.com.

About 20th Century Fox

Twentieth Century Fox Film Corporation is a unit of Fox Filmed Entertainment (FFE) - both subsidiaries of News Corporation. As one of the world's largest producers and distributors of motion pictures, Fox Filmed Entertainment produces, acquires and distributes motion pictures throughout the world. These motion pictures are produced or acquired by the following units of FFE: Twentieth Century Fox, Fox 2000 Pictures, Fox Searchlight Pictures, Fox International and Twentieth Century Fox Animation.

About Fox Licensing & Merchandising

A recognized industry leader, Twentieth Century Fox Licensing and Merchandising licenses and markets properties worldwide on behalf of Twentieth Century Fox Film Corporation, Twentieth Television and Fox Broadcasting Company, as well as third-

party lines. The division is aligned with Twentieth Century Fox Television, one of the top suppliers of primetime entertainment programming to the broadcast networks.

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, 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.

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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