



Save the Planet as Only a Monster Can in Activision's Monsters vs. Aliens™ Video Game

SANTA MONICA, Calif., March 24, 2009 /PRNewswire-FirstCall via COMTEX News Network/ -- When aliens attack, monsters fight back in Activision Publishing, Inc.'s (Nasdaq: ATVI) Monsters vs. Aliens(TM), the video game based on the highly anticipated 3D feature film from DreamWorks Animation SKG, Inc. (Nasdaq: DWA), which will debut on March 27. Starting today, gamers can experience heart pounding action and silly antics as they lead a dynamic team of misfit monsters on a mission to protect earth from destruction.

(Photo: <http://www.newscom.com/cgi-bin/prnh/20090324/LA87956>)

"Monsters vs. Aliens allows players to control the characters from the film and use their unique abilities to battle alien enemies throughout the game," said Rob Kostich, head of marketing for licensed properties, Activision Publishing, Inc. "Players invite a friend to grab a Wii Remote(TM) or controller and join forces at any time to help clear enemies, collect monster DNA and overcome obstacles as their favorite monster heroes."

The Monsters vs. Aliens video game calls players into action to battle against Gallaxhar and his alien robot army. Taking on the roles of The Missing Link, the macho half-ape, half-fish; the gelatinous, indestructible and always hungry B.O.B.; and Ginormica, the 49-foot-11-inch tall woman, gamers team up with the helpful genius Dr. Cockroach, Ph.D. and Insectosaurus, the 350-foot tall grub to defeat the alien invaders. Players master the unique and diverse abilities of each character as they ooze, brawl, skate, puzzle solve, climb, crawl, jump and race through more than 20 levels on Earth and through outer space.

Monsters vs. Aliens was developed for the console and PC platforms by Beenox, Inc. and for Nintendo DS by Amaze Entertainment.

The game is available for the Xbox 360(R) video game and entertainment system from Microsoft, Wii and the PLAYSTATION(R) 3 computer entertainment system for a suggested retail price of \$49.99; the PlayStation2 computer entertainment system and Nintendo DS for the suggested retail price of \$29.99 and Games for Windows(R) for a suggested retail price of \$19.99. The console and Game for Windows versions have been rated "E10+" (Cartoon Violence, Comic Mischief); the handheld game has been rated "E" (Comic Mischief, Mild Cartoon Violence) by the ESRB.

For more information on the Monsters vs. Aliens video game, please visit www.MonstersvsAliensGame.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.

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 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 levels 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 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, and the other 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.

Monsters vs. Aliens(TM) & (C) 2009 DreamWorks Animation L.L.C. All rights reserved. Game (C) 2009 Activision Publishing, Inc. Activision is a registered trademark of Activision Publishing, Inc. All rights reserved.

All other trademarks and trade names are the properties of their respective owners.

SOURCE Activision Publishing, Inc.

<http://www.MonstersvsAliensGame.com>

Copyright (C) 2009 PR Newswire. All rights reserved