



Activision Publishing Appoints Brad Jakeman Chief Creative Officer

Newly-Created Position Underscores Company's Commitment to Building its Global Business

Santa Monica, CA – October 10, 2008 – Activision Publishing, Inc. (Nasdaq: ATVI) announced today the appointment of Brad Jakeman as Chief Creative Officer, who is expected to join the company in early November 2008.

In this newly-created position, Mr. Jakeman will be responsible for leading global advertising, media, marketing and consumer research for all Activision Publishing's franchises. Mr. Jakeman will report to Mike Griffith, President and Chief Executive Officer of Activision Publishing, Inc.

Prior to joining Activision, Mr. Jakeman served as Executive Vice President, Corporate Marketing for MACY'S, Inc. where he managed advertising, brand strategy, branding and identity, creative strategy, in-store visual strategy and direct marketing for the Macy's brand nationally.

"We are very pleased to welcome Brad to our executive team as we continue to grow and expand our operations across the globe," said Griffith. "Brad's impressive track record of success leading brand strategy and creative advertising over the past 20 years, coupled with his considerable marketing experience, makes him an ideal candidate for this position. His appointment further strengthens our management team as we grow to meet the increasing demand for video games worldwide."

"I'm excited to join the talented team at Activision as the company continues to innovate and lead the marketplace, whilst strengthening its global leadership," states Mr. Jakeman. "Activision's brands are at the forefront of entertainment and popular culture today, and this opportunity is a perfect match for my creative philosophy and approach, which is to truly engage and inspire consumers in new ways delivering compelling content which people actively engage in – mirroring the success of Activision's core business today."

Previously, Mr. Jakeman spent eight years as Managing Director, Global Advertising at Citigroup where he was responsible for managing brand strategy, creative development and agency partnerships for Citi's brands globally. Mr. Jakeman was responsible for Citi's highly awarded "Live Richly" advertising campaign. Prior to working at Citigroup, Mr. Jakeman's career was dominated by senior leadership roles in renowned global advertising networks such as BBDO and Ogilvy in Sydney, London and New York.

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.

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.