



Activision's **Blur**™ Races Onto Store Shelves

Bizarre Creations' New Title Delivers the Ultimate Power-Up Racing

SANTA MONICA, Calif., May 25, 2010 /PRNewswire via COMTEX News Network/ -- Activision Publishing, Inc. (Nasdaq: ATVI) announced today that its highly-anticipated racing video game **Blur**(TM) is now available at retail outlets nationwide. Created by famed developer Bizarre Creations, **Blur** delivers next-generation racing to both hardcore enthusiasts and novice drivers alike by offering intuitive, pick-up-and-play controls along with the challenge of mastering multiple racing and car-combat tactics.

"Our focus for **Blur** is to bring the 'fun' back to racing and create the most electrified, action-packed racer to date," said Gareth Wilson, lead designer at Bizarre Creations. "With 20 cars on track at the same time in multiplayer, a first for the racing genre, along with an arsenal of Power-Ups, every race is an unpredictable fight to the finish."

Blur is the ultimate powered-up racing experience, where players collect intense Power-ups throughout each course, including the ability to blast other cars out of the way with huge bursts of energy, boost speed with Nitros, drop Mines and generate defensive shields to fend off other racers.

With over 50 licensed cars, more than 30 real-world track locations, a deep single player career mode, four-player split screen and an immersive multiplayer experience that features a progressive ranking system which rewards players the more they play, **Blur** delivers a new style of powered-up racing for all.

Additionally, **Blur** brings the social experience to both single and multiplayer with an innovative "Share" button that lets players choose to send Friend Challenges through the Xbox 360 dashboard and PlayStation(R)Network, or utilize the integration of Twitter and Facebook to light up the competition with friends.

Blur is now available nationwide for the Xbox 360(R) video game and entertainment system from Microsoft, PlayStation(R)3 computer entertainment system, and Windows PC, and is rated "E10+" by the ESRB.

For more information on **Blur**, please visit the official game web site located at www.blurthegame.com, and check-out **Blur** on Facebook at www.facebook.com/blurthegame.

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 **Formula 1**, **Fur Fighters**, **Geometry Wars**, **The Club**, and the **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.

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, Norway, Denmark, the Netherlands, Australia, Russia, Japan, South Korea, China and the region of Taiwan. More information about Activision and its products can be found on the company's website, www.activision.com.

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