



## **Activision Publishing's Dancing With The Stars(TM): We Dance! Out Now for Wii(TM) and Nintendo DS(TM)**

SANTA MONICA, Calif., Oct 31, 2008 /PRNewswire-FirstCall via COMTEX News Network/ -- Glamour and grace are gliding into videogames with the announcement that Activision Publishing, Inc.'s (Nasdaq: ATVI) Dancing with the Stars(TM): We Dance! is available now for Wii(TM) and Nintendo DS(TM). Following the success of last year's Dancing with the Stars videogame, Activision has worked closely with Disney-ABC Television Group's ABC Entertainment and BBC Worldwide America to make Dancing with the Stars(TM): We Dance! something truly special.

The Wii(TM) version improves on the original with refined controls, where players vigorously use the Wii Remote(TM) and Nunchuck(TM) to strut their stuff on the dance floor. Other additions include all-new special "flair" moves that are bound to work up a sweat. Dancing with the Stars(TM): We Dance! for Nintendo DS(TM) lets players take their favorite moves anywhere, and features the ability to change outfits and swap partners to maximize your performance.

Dancing with the Stars(TM): We Dance! includes all-new stars such as season five champion Helio Castroneves, actress Jennie Garth, season four runner-up Joey Fatone, and season two champ, Drew Lachey. Players will also be able to boogie down with new professional dancers like Derek Hough and his sister, two-time "Dancing with the Stars" champion, Julianne Hough. In addition to some hot new dancers and celebrities there will be chart-busting megahits including "Bootylicious", "Push It", "Mony Mony", "She Bangs", and "Joker and the Thief."

"The 'Dancing with the Stars' show ups the ante every season in terms of excitement," said David Oxford, Activision Publishing, Inc. "We had to do the same with the game. Dancing with the Stars(TM): We Dance! is a fresh way for fans of the program to get together and have fun, or enjoy it when on the go."

Dancing with the Stars(TM): We Dance! is available for Wii(TM) for \$39.99 and Nintendo DS(TM) for \$19.99. Both versions have a rating of "E 10+" for Ages 10 and up by the ESRB.

For more information visit [www.activision.com](http://www.activision.com).

About Dancing with the Stars:

Hosted by Tom Bergeron ("America's Funniest Home Videos") and Samantha Harris ("E! Entertainment"), the celebrities will perform choreographed dance routines which will be judged by renowned Ballroom judge Len Goodman and dancer/choreographers Bruno Tonioli and Carrie Ann Inaba.

"Dancing with the Stars" is the U.S. version of the international BBC smash hit series, "Strictly Come Dancing." This version is produced in America by BBC Worldwide America. Conrad Green serves as executive producer and Rob Wade and Matilda Zoltowski are co-executive producers. Alex Rudzinski directs.

About BBC Worldwide America:

BBC Worldwide is the main commercial arm and a wholly-owned subsidiary of the British Broadcasting Corporation (BBC). BBC Worldwide America, with headquarters in New York, Los Angeles, Toronto and Miami, brings together all of BBC Worldwide's businesses in the North and South America region. The company exists to maximize the value of the BBC's assets for the benefit of the UK license payer and invests in public service programming in return for rights. The company has six core businesses: Channels, Sales and Distribution, Content and Production, Home Entertainment, Digital Media and Magazines. Under these businesses fall two key brands in the U.S. - digital cable channel BBC America and a bi-coastal production arm responsible for the smash hit Dancing with the Stars for ABC.

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 Publishing and its products can

be found on the company's website, [www.activision.com](http://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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