



Activision Announces Partnership with Metallica for First Ever Simultaneous Release of New Record "Death Magnetic" in Stores and for Download in Guitar Hero® Video Game

Company Confirms Upcoming Game Lineup and Announces Five New Titles

Santa Monica, CA – July 15, 2007 – Activision Publishing (Nasdaq: ATVI) today revealed that Metallica's highly-anticipated full studio album, "Death Magnetic," will be available simultaneously in record stores and as downloadable content for the world's best-selling rhythm-based video game series, Guitar Hero®. Metallica fans will be able to rock out to new anthems from the band in Guitar Hero® III: Legends of Rock this September and will be able to unite on drums, guitar and vocals as the album will also be released as downloadable content for Guitar Hero® World Tour when it ships this Fall.

The company also confirmed its upcoming game slate and announced five new titles in development. Activision's fall 2008 game lineup includes Call of Duty®: World at War, Guitar Hero® World Tour, Quantum of Solace™ and Spider-Man™: Web of Shadows. In addition, the company announced that it is currently in development on Wolfenstein™, the highly anticipated title from id Software and Raven Software; Marvel™ Ultimate Alliance 2: Fusion by Vicarious Visions, the sequel to one of the best selling action RPGs; Singularity (Working Title), a first person action game, based on an all-new wholly owned intellectual property, from Raven Software; ; a Luxoflux game based on "Transformers: Revenge of the Fallen" from DreamWorks Pictures and Paramount Pictures, in association with Hasbro, the follow-up to one of 2007's biggest blockbuster movies and games; and a title based on Twentieth Century Fox/Marvel's X-Men Origins: Wolverine in development at Raven Software.

"Our strong and balanced portfolio illustrates our ongoing commitment to delivering top-quality entertainment experiences to broad global audiences," said Mike Griffith, president and CEO of Activision Publishing. "We are particularly excited about this fall's Guitar Hero World Tour, which will deliver unprecedented innovation to the rhythm-based genre with new instruments, a significantly expanded song list, and a music creator to share user-generated soundtracks. Gamers will also be able to play Metallica's new album on the day it launches."

Activision's Game Line-Up Includes:

Call of Duty®: World at War – Building on the Call of Duty®4:Modern Warfare engine, Call of Duty: World at War thrusts players into the ruthless and gritty chaos of WWII combat like never before and challenges them to band together to survive the most harrowing and climactic battles in both the European and Pacific theaters. The title re-defines WWII games by offering an uncensored experience with unique enemies, jaw-dropping firepower like the flamethrower, and combat variety, including Kamikaze fighters, Banzai charges and cunning ambush tactics, as well as explosive on-screen action through all new cooperative gameplay. (Xbox 360® video game and entertainment system from Microsoft, PLAYSTATION®3 computer entertainment system, Nintendo® Wii™ and Games for Windows®).

Guitar Hero® World Tour - When the house lights go down this fall, a new generation of axe shredders, drummers and fearless frontmen will come together and rock with Guitar Hero World Tour. The latest installment in the #1 best-selling video game franchise of 2007, Guitar Hero World Tour transforms music gaming by expanding Guitar Hero's® signature guitar gameplay into a cooperative band experience that combines the most advanced wireless instruments with new revolutionary online and offline gameplay modes including Band Career and 8-player "Battle of the Bands," which allows two full bands to compete head-to-head online for the first time ever. The game features a slick newly redesigned guitar, an authentic electronic drum kit and a microphone, as well as an innovative Music Studio music creator that lets players compose, record, edit and share their own rock 'n' roll anthems. Music creators will also be able to share their recordings with their friends online through GHTunes¹ where other gamers can download and play an endless supply of unique creations. (Xbox 360™, PS3 and PlayStation®2 computer entertainment systems, and Nintendo Wii).

Wolfenstein™ From id Software's critically-acclaimed and multi-million unit selling Wolfenstein universe, which pioneered and defined the first-person action genre, comes the ultimate supernatural thriller. Set within a near-fictional, historical WWII setting, players take on the role of the heroic OSA agent BJ Blazkowicz as they are thrust into the unknown and unexpected to battle against combat troops, otherworldly forces, and the dark science created by a supernatural Nazi force hell-bent on world domination. Wolfenstein offers players an action-packed experience as they investigate the powers of a dark parallel dimension, join with resistance forces, and employ an arsenal of conventional and otherworldly weapons in attempts to annihilate the Nazi war machine. Ensuring a deep variety of action, Wolfenstein provides gamers with an assortment of interlinked missions that drive an intense, story-driven combat experience; while the Wolfenstein multiplayer experience continues the world-renowned tradition of class-based team objective gameplay with a full arsenal of conventional and

supernatural weapons for addictive online warfare. (Xbox 360™, PS3, Windows®PC).

Quantum of Solace™ James Bond is back to settle the score in Quantum of Solace™. Introducing a more lethal and cunningly efficient Bond, the game blends intense first-person action with a unique third-person cover combat system that allows players to truly feel what it is like to be the ultimate secret agent as they use their stealth, precision shooting and lethal combat skills to progress through missions. Seamlessly blending the heart-pounding action and excitement of the upcoming "Quantum of Solace" feature film with the "Casino Royale" movie, the title propels players into the cinematic experience of international espionage. Based on the renowned Call of Duty® 4: Modern Warfare™ game engine that has been specifically engineered to immerse players in the Bond universe, Quantum of Solace™ delivers high definition graphics, reactive AI and visually stunning locations inspired by locales portrayed in the films. (Xbox 360™, PS3 and PlayStation®2 computer entertainment systems and the Nintendo Wii™ and DS™).

Spider-Man™: Web of Shadows A deadly symbiote invasion brings total devastation to the streets of New York City in Spider-Man: Web of Shadows, where players have ultimate control over the city's salvation and Spider-Man's destiny. Set in an apocalyptic New York City, Spider-Man: Web of Shadows gives players an unprecedented level of gameplay choices, including for the first time, control over the game's direction and outcome. The all new combat system allows for truly three-dimensional battles that start in the streets, continue up sides of buildings and finish on rooftops. Gamers can instantly switch between Spider-Man's agile red suit and his formidable black suit, choose to ally with Marvel's honored heroes or ferocious villains, pick which character abilities to upgrade, and decide which missions to undertake in order to protect Manhattan from certain destruction. (Xbox 360™, PS3 and PlayStation®2 computer entertainment systems, PSP®, Nintendo Wii and DS™, and Windows® PC).

All games are pending ESRB ratings. For assets and more information on Activision's videogame line-up, please visit www.activisionpressconference.com.

About id Software

id – defined by Freud as the primal section of the human psyche; id Software, located in Mesquite, Texas, was founded in 1991. From inception to present day, id Software has relentlessly provided technical, design and artistic leadership as an independent game developer and technology provider. Transcending the games industry, id's iconic brands such as Wolfenstein, DOOM, QUAKE and Enemy Territory have become staples of popular culture for generations of gamers. More information on id Software can be found at www.idsoftware.com. About Marvel Entertainment, Inc.

With a library of over 5,000 high-profile characters built over more than sixty years of comic book publishing, Marvel Entertainment, Inc. is one of the world's most prominent character-based entertainment companies. Marvel utilizes its character franchises in licensing, entertainment (via Marvel Studios and Marvel Animation) and publishing (via Marvel Comics), with emphasis on feature films, DVD, consumer products, video games, action figures and role-playing toys, television and promotions. Marvel's strategy is to leverage its franchises in a growing array of opportunities around the world. For more information visit www.marvel.com.

About Metro-Goldwyn-Mayer Inc.:

Metro-Goldwyn-Mayer Inc., through its operating subsidiaries, is actively engaged in the worldwide production and distribution of motion pictures, television programming, home video, interactive media, music and licensed merchandise. The company owns the world's largest library of modern films, comprising around 4,100 titles. Operating units include Metro-Goldwyn-Mayer Studios Inc., Metro-Goldwyn-Mayer Pictures Inc., United Artists Films Inc., Ventanazul, MGM Television Entertainment Inc., MGM Networks Inc., MGM Domestic Networks LLC, MGM Distribution Co, MGM International Television Distribution In, Metro-Goldwyn-Mayer Home Entertainment LLC, MGM ON STAGE, MGM Music, MGM Worldwide Digital Media, MGM Consumer Products and MGM Interactive. In addition, MGM has ownership interests in international TV channels reaching nearly 120 countries. MGM ownership is as follows: Providence Equity Partners (29%), TPG (21%), Sony Corporation of America (20%), Comcast (20%), DLJ Merchant Banking Partners (7%) and Quadrangle Group (3%). For more information, visit www.mgm.com.

About EON Productions/Danjaq, LLC

EON Productions/Danjaq, LLC is owned by the Broccoli family and has produced twenty James Bond films since 1962. The Bond films make up the most successful franchise in film history and include the recent blockbuster films, GOLDENEYE, TOMORROW NEVER DIES, THE WORLD IS NOT ENOUGH, and DIE ANOTHER DAY produced by Michael G. Wilson and Barbara Broccoli. EON Productions and Danjaq, LLC are affiliate companies and control all worldwide merchandising of the James Bond franchise.

About Activision Blizzard, Inc.

Headquartered in Santa Monica, California, Activision Blizzard, Inc. is a worldwide pure-play online and console game publisher with leading market positions across all categories of the rapidly growing interactive entertainment software industry.

Activision Blizzard maintains operations in the U.S., Canada, the United Kingdom, France, Germany, Ireland, Italy, Sweden,

Spain, Norway, Denmark, the Netherlands, Romania, Australia, Chile, India, Japan China, the region of Taiwan and South Korea. More information about Activision Blizzard and its products can be found on the company's website, www.activisionblizzard.com.

Cautionary Note Regarding Forward-looking Statements: Information in this press release that involves Activision Blizzard'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 Blizzard 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 Blizzard'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 Blizzard's titles, shifts in consumer spending trends, the seasonal and cyclical nature of the interactive game market, Activision Blizzard'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 Blizzard'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 Blizzard, 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 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 Blizzard as of the date of this release, and Activision Blizzard assumes no 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 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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