



## Explosive Monster Truck Action Comes to Life This Fall in the Release of Activision's Monster Jam® 2011 Video Game

MINNEAPOLIS, March 24, 2010 /PRNewswire via COMTEX News Network/ -- [Activision Publishing, Inc.](http://www.activision.com) (Nasdaq: ATVI) and Feld Motor Sports(SM) today announced **Monster Jam(R) 2011** for the Wii(TM), Nintendo DS(TM), the Xbox 360(R) video game and entertainment system from Microsoft, PlayStation(R)3 computer entertainment system and PSP(R) (PlayStation(R) Portable) system. The **Monster Jam 2011** video game promises to be the ultimate monster truck experience complete with unprecedented realism, customization, truck handling and all-out destruction. The game is scheduled for release in Fall 2010.

Monster Jam, the world's largest and most popular monster truck touring property, remains the leader in family-friendly live motor sports entertainment, selling more than 4 million tickets at 325 performances worldwide in 2009. With the feverishly anticipated Monster Jam World Finals coming this weekend to Sam Boyd Stadium in Las Vegas, NV, the 2010 Monster Jam tour is on pace to be another recording-setting year for the brand.

"Monster Jam fans spoke to us loud and clear - they want to compete in stadium events that feel like the real thing and control monster trucks that handle like the real thing," said David Oxford at Activision Publishing. "We can't wait to let them either create their own trucks, or drive one of the 30 authentic trucks from Monster Jam then destroy everything in sight, just like their favorite drivers."

**Monster Jam 2011** is all about authenticity, personality, and fun, with 30 officially licensed Monster Jam trucks, including fan-favorites Grave Digger(R), Maximum Destruction(R), and Grinder(TM). Players can also create and customize their own trucks with thousands of options, unlocking new parts and upgrades as they progress through the game.

Eight real life stadiums from the Monster Jam circuit help bring the live atmosphere to the living room like never before, with explosive truck introductions, pyrotechnics and lighting, and a roaring crowd. In single player mode the goal is the same as for real life drivers - rise through the ranks of ruthless competitors to ultimately battle against the best at the Monster Jam World Finals! Head-to-head multiplayer modes take the heart-pounding competition to another level.

"Activision has been a fantastic partner of ours for many years now, and this year they have outdone themselves," said Charlie Mancuso, President of Feld Motor Sports "Monster Jam 2011 will be the ultimate monster truck video game, our fans are going to flip when they get their hands on it!"

This game is not yet rated by the ESRB. For more information visit [www.MonsterJam.com](http://www.MonsterJam.com) or [www.activision.com](http://www.activision.com).

### **About Feld Motor Sports(SM)**

Feld Motor Sports, Inc. is the world leader in specialized arena and stadium-based motor sports entertainment. Feld Motor Sports, Inc. productions include Monster Jam(R), SuperBull(SM), Monster Energy(R) Supercross, AMA Arenacross Series, Nuclear Cowboyz(SM), Gravity Slashers(SM), and IHRA(R) Nitro Jam(R). Feld Motor Sports, Inc. is a division of Feld Entertainment, the world's largest producer of live family entertainment. For more information on Feld Entertainment, visit [www.feldentertainment.com](http://www.feldentertainment.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, 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](http://www.activision.com).

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