



Call of Duty(R): World at War to Release Xbox 360 and Windows PC Multiplayer Betas in October

Newest Edition of the Award-Winning Franchise To Deploy to Retail November 11

SANTA MONICA, Calif., Sept 04, 2008 /PRNewswire-FirstCall via COMTEX News Network/ -- Boot camp will soon take on a new meaning, as Activision Publishing, Inc. (Nasdaq: ATVI) and developer Treyarch, have confirmed plans for Call of Duty: World at War multiplayer betas in October for the Xbox 360(R) video game and entertainment system from Microsoft and separately for download on Windows PC. These betas will serve as an early chance for players to practice the tactics needed for survival in the intense chaos of Call of Duty: World at War's Pacific and European theaters. Players will experience the game's new squad system, as well as fan favorite perks and kill streaks.

All preparation for the full battle will commence on November 11, 2008 when Call of Duty: World at War is released to retailers nationwide.

"We are excited to share a sneak peak of Call of Duty: World at War multiplayer with the community," says Mark Lamia, Treyarch Studio Head. "The team has worked hard to build upon the great history and foundation of Call of Duty multiplayer and we can't wait to go online to ramp up for our November launch."

For players who are looking to feel the all-out combat and get tokens for the Call of Duty: World at War Xbox 360 multiplayer beta, they can register at <http://www.callofduty.com> or pre-order the game at any GameStop retail location or online in North America at:

http://www.gamestop.com/Catalog/ProductDetails.aspx?product_id=71812.

Call of Duty: World at War is in development for the Xbox 360(R) video game and entertainment system from Microsoft, Games for Windows(R), PLAYSTATION(R)3 computer entertainment system, Nintendo(R) Wii(TM) and Nintendo DS. The title has been rated M for Mature for blood and violence by the ESRB. The Nintendo DS version has been rated T for Teen by the ESRB.

For more information and exclusive updates about Call of Duty: World at War, visit <http://www.callofduty.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, the Netherlands, Australia, Japan and South Korea. More information about Activision Publishing and its products can be found on the company's website, <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.

(C)2008 Activision Publishing, Inc., Activision and Call of Duty are registered trademarks of Activision Publishing, Inc. All rights reserved.

Xbox, Xbox 360, Xbox Live, Windows and Games for Windows are either registered trademarks or trademarks of Microsoft Corporation. PLAYSTATION is a registered trademark of Sony Computer Entertainment Inc.

All other trademarks and trade names are the properties of their respective owners.

SOURCE Activision Publishing, Inc.

<http://www.activision.com>

Copyright (C) 2008 PR Newswire. All rights reserved

News Provided by COMTEX