



Madagascar: Escape 2 Africa(TM) and Kung Fu Panda: Legendary Warriors(TM) Now Available at Retailers Nationwide

SANTA MONICA, Calif., Nov 04, 2008 /PRNewswire-FirstCall via COMTEX News Network/ -- Activision Publishing, Inc. (Nasdaq: ATVI) is reuniting gamers with some of their favorite DreamWorks Animation SKG, Inc. (NYSE: DWA) characters with the release of the Madagascar: Escape 2 Africa(TM) and Kung Fu Panda: Legendary Warriors(TM) video games, now available on store shelves.

Based on DreamWorks Animation's highly anticipated sequel film, "Madagascar: Escape 2 Africa," which comes to U.S. theaters on November 7th, the Madagascar: Escape 2 Africa(TM) video game allows gamers to play as the popular characters from the movie including Alex the Lion, Marty the Zebra, Melman the Giraffe, Gloria the Hippo and members of their madcap Madagascar crew, most notably King Julien and those crafty Penguins, to help save the African savannah in an all new action-packed adventure. The game offers a large variety of gameplay as well as an extensive multiplayer tournament mode allowing fans to share the excitement with friends and family.

Kung Fu Panda's Po and the Furious Five return in an all-new awesome video game adventure in Kung Fu Panda: Legendary Warriors(TM). Developed exclusively for Nintendo platforms, gamers can play as Po, Tigress, Monkey or Shifu on Wii(TM) and as Po or Tigress on Nintendo DS(TM) as they battle hordes of enemies using their masterful kung fu skills to save the rest of the Furious Five who have been captured by the evil Tai Lung. Players can even invite a friend to join the action at any point in the pick-up and play co-op mode or challenge each other in the head-to-head or team-based multiplayer mode.

"The Madagascar: Escape 2 Africa(TM) and Kung Fu Panda: Legendary Warriors(TM) games capture the fun, action and humor of both DreamWorks Animation movies," said Kim Salzer, vice president of Global Brand Management, Activision Publishing. "Kids of all ages will have a blast playing through expanded movie worlds on their own or engaging in the fun-filled adventures with family and friends."

About Madagascar: Escape 2 Africa video game:

Following the success of DreamWorks Animation's 2005 blockbuster movie and best-selling video game "Madagascar" comes the all new Madagascar: Escape 2 Africa(TM) video game. Assuming the roles of all their favorite characters, including those crafty Penguins, players must work through 12 distinct levels featuring a variety of wild adventures and fun mini-games. In addition to the diverse single-player gameplay, the Madagascar: Escape 2 Africa(TM) video game delivers an enhanced multiplayer tournament mode allowing gamers to participate in zany competitions alongside or against friends and family.

The game is available for the Xbox 360(R) video game and entertainment system from Microsoft, Wii and the PLAYSTATION(R) 3 computer entertainment system for a suggested retail price of \$49.99; the PlayStation2 computer entertainment system for the suggested retail price of \$39.99; Nintendo DS for a suggested retail price of \$29.99; and Games for Windows(R) for a suggested retail price of \$19.99. The Xbox 360, the PLAYSTATION 3 system and PC versions have been rated "E10+" (Mild Cartoon Violence, Mild Suggestive Themes, Simulated Gambling); the PlayStation2 system and Wii versions have been rated "E" (Cartoon Violence, Mild Suggestive Themes, Simulated Gambling) and the handheld game has been rated "E" (Cartoon Violence, Comic Mischief) by the ESRB.

For more information on the Madagascar: Escape 2 Africa(TM) video game, please visit www.MadagascarGame.com.

About Kung Fu Panda: Legendary Warriors:

Po, Monkey, Tigress and Shifu (Po and Tigress only on DS) return in an all-new action-packed journey to protect the Valley of Peace from Tai Lung and his minions. Utilizing motion and gesture-based controls gamers perform acrobatic jump attacks, wield weapons against foes and unleash powerful Chi Attacks by simulating customizable symbols featured on-screen. A second player can jump into the epic kung fu battle at any time to help chop, kick and punch their way to awesomeness in the co-op or multiplayer modes.

The game is available on Wii for a suggested retail price of \$49.99 and Nintendo DS for a suggested retail price of \$29.99 and is rated "E10+" (Cartoon Violence) by the ESRB.

For more information on the Kung Fu Panda: Legendary Warriors(TM) video game, please visit www.KungFuPandaGame.com

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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.

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