



## **Wipeout Makes a Splash on Nintendo DS™ and Wii™ at Retailers Today, Just in Time for the Season 3 Premiere on ABC**

### **Players Can Now Compete Against Friends and Family in the Game Based on the Hit ABC Reality Game Show**

SANTA MONICA, Calif., June 24, 2010 /PRNewswire via COMTEX News Network/ -- Activision Publishing, Inc. (Nasdaq: ATVI) today announced the arrival of *Wipeout: The Game* for Nintendo DS(TM) and Wii(TM). Based upon the Endemol USA produced hit ABC TV show, *Wipeout*, *Wipeout: The Game* pits friends and family against each other in the world's largest, messiest, and most hilarious obstacle course out there today.

"When developing the game our goal was to capture all the elements that people love about the hilarious reality ABC show, and to above all make it fun," said David Oxford, Activision Publishing. "So far, we've been overwhelmed by the response from fans, who clearly can't wait to step up to the challenge of the obstacle course."

*Wipeout: The Game* is loaded with the elements that have made the TV show a smash hit. From the contestant demolishing Dreadmill to the fan-favorite Big Balls, all of *Wipeout*'s classic obstacles make an appearance in the game. Furthering the complete *Wipeout* experience that fans have become accustomed to is the inclusion of witty commentary provided by the show's hosts John Anderson, John Henson and co-host Jill Wagner.

In *Wipeout: The Game*, up to four players can battle against each other in the game's many challenges. As they compete for the ultimate win, players will get down and dirty with their opponents as they hurl objects and insults with the game's signature Trash Talk Generator.

*Wipeout: The Game* for Nintendo DS(TM) and Wii(TM) is rated E for Everyone by the ESRB and is available now for a suggested price of \$29.99. For more information, please visit [www.activision.com](http://www.activision.com).

ABC's *Wipeout* episode, "Excuse Wii" which airs on Thursday, July 1 (8:00-9:00 p.m. ET) will feature John Anderson and John Henson playing "Wipeout: The Game." There will also be new episodes of *Wipeout* airing Thursday, June 24 and Tuesday, June 29 at 8pm on ABC.

#### **About Endemol USA**

Endemol USA is a leading producer of television and digital programming specializing in unscripted and scripted genres for network and cable television. The company produces the hit shows "Wipeout," "Extreme Makeover: Home Edition," "Deal or No Deal," and "Big Brother." Endemol USA is a division of the Endemol Group, a leading international content developer, producer and distributor of television and online programming. The company, headquartered in the Netherlands and the UK, has subsidiaries and joint ventures in 26 countries, including the major European markets, the U.S., South Africa, Argentina, Brazil, Mexico and Australia. Endemol is owned by a consortium consisting of Goldman Sachs Capital Partners, Mediaset Group and Cyrt Group. For more information, please visit <http://www.endemolusa.tv>. Endemol is a privately held company.

#### **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, Norway, Denmark, the Netherlands, Australia, 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).

**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 identify forward-looking statements. Factors that could cause Activision Publishing's actual future results to differ materially from those expressed in the

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