



## The Legend of Spyro: Dawn of the Dragon Scorches North American Retailers Today

### Elijah Wood, Gary Oldman, Christina Ricci, Blair Underwood, Wayne Brady and Mark Hamill Provide Voice-Over Performances

SANTA MONICA, Calif., Oct 22, 2008 /PRNewswire-FirstCall via COMTEX News Network/ -- Activision Publishing, Inc. (Nasdaq: ATVI) today announced the third and final chapter of the popular The Legend of Spyro(TM) video game trilogy, The Legend of Spyro(TM) Dawn of the Dragon, is currently available at North American retailers. The game features legendary leading men, Elijah Wood (Frodo Baggins in The Lord of the Rings trilogy) and Gary Oldman (Sirius Black from the Harry Potter films), who will reprise their roles as Spyro and his mentor Ignitus, as well as Hollywood talents Christina Ricci, Blair Underwood, Mark Hamill and Wayne Brady.

"This year is Spyro's 10th anniversary and players are definitely going to see noticeable advances in The Legend of Spyro: Dawn of the Dragon on the next-gen machines," said David Pokress, vice president, global brand management, Activision Publishing, Inc. "This latest chapter in the Spyro franchise introduces fun new faces and entertaining game elements like flying at any time and drop-in/drop-out co-op, with both Spyro and Cynder."

The Legend of Spyro: Dawn of the Dragon is rated E10+ (Everyone Age 10 and up) for the Xbox 360(R) video game and entertainment system from Microsoft, PLAYSTATION(R)3 computer entertainment system, Wii(TM) home video game system, PlayStation(R)2 computer entertainment system and is rated E (Everyone) for Nintendo DS(TM).

Developed by Etranges Libellules (Xbox 360, PLAYSTATION 3 System, Wii, PlayStation 2 System) and Tantalus (Nintendo DS), The Legend of Spyro: Dawn of the Dragon introduces two never before seen elements into the Spyro universe: Spyro can now fly at any time and gamers can play together with the new cooperative feature. The co-op feature allows players to have the option of completing the game as either Spyro or Cynder, giving them more freedom to explore Spyro's world in completely new ways.

For more information on The Legend of Spyro: Dawn of the Dragon, please visit [www.spyrothedragon.com](http://www.spyrothedragon.com).

#### About Etranges Libellules

Etranges Libellules is an Xbox 360, PLAYSTATION 3 system, PlayStation 2 system, Wii and Nintendo DS development studio. Founded in 1994, Etranges Libellules has been successful in adapting licensed and original properties into video games to become the largest independent French development studio. Specializing in the character based action genre, the studio is best known for developing games based on the "Asterix" franchise, which has sold over 3 millions units to date. They have also collaborated with Luc Besson in developing the video game based on his last movie, "Arthur and the Invisibles." In the 2007 holiday season, Etranges Libellules released "Asterix at the Olympics," based on the popular movie, for Wii, PlayStation 2 system and Nintendo DS -- with an Xbox 360 version coming soon.

#### About Tantalus

Founded in 1994, Tantalus has developed over thirty titles on most major platforms. The company has come to be recognized as one of the world's leading independent handheld studios, renowned for its work on franchises such as SpongeBob, Top Gear, MX vs. ATV, Cars and most recently Pony Friends. In addition to its work on Nintendo DS and PSP system, Tantalus also develops for the current generation of consoles. Tantalus employs more than seventy developers, all working from its Melbourne studio.

#### 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, 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](http://www.activision.com).

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