



MI6 Confirms Activision's 007 Status - Quantum of Solace(TM) Video Game Makes Retail Debut

Quantum of Solace Theme Song to Rock Guitar Hero(R) World Tour in November

SANTA MONICA, Calif., Oct 31, 2008 /PRNewswire-FirstCall via COMTEX News Network/ -- Can't wait for the new movie to step into the shoes of James Bond? Activision Publishing, Inc. (Nasdaq: ATVI) today announced that the Quantum of Solace(TM) video game, based on the eagerly anticipated "Quantum of Solace" and prior "Casino Royale" James Bond films, is dashing into European retail outlets today, and will be available in North American stores on November 4, 2008. Developed under license from EON Productions Ltd and Metro-Goldwyn-Mayer Studios Inc. (MGM), the Quantum of Solace video game equips players with the weapons, espionage and hand-to-hand combat skills and overall charm needed to survive the covert lifestyle of legendary 007 secret agent James Bond.

"Activision's Quantum of Solace video game marks the first time players can become the newly re-imagined, dangerous and cunningly efficient James Bond as portrayed by Daniel Craig," said Rob Kostich, Head of Marketing for Licensed Properties, Activision Publishing. "We're extremely pleased to release the game day and date with the new movie, so for those of us waiting for the new era in Bond gaming, Quantum of Solace has arrived."

The Quantum of Solace video game balances a unique variety of gameplay elements, blending intense first-person action with a new third-person cover combat system, enabling players to strategically choose the best combat tactics for each situation. As James Bond, gamers must intelligently maneuver each challenge, identifying the best course of action while incapacitating enemies through silent, sneaky covert operations or full force, guns-blazing confrontations. Further, the Quantum of Solace video game features the return of fan favorite Bond multiplayer action, allowing gamers to experience a multitude of maps based on authentic locations from the "Quantum of Solace" and "Casino Royale" films and beyond. Based on the renowned Call of Duty(R) 4: Modern Warfare(TM) game engine with systems specifically engineered to immerse players in the Bond universe, the Quantum of Solace video game delivers superior high-definition graphics, reactive AI and visually stunning locations inspired by locales portrayed in the latest films.

To celebrate the releases of the Quantum of Solace and Guitar Hero(R) World Tour video games, Bond aficionados and rock stars alike will be able to download and play "Another Way to Die," the new Quantum of Solace movie theme song performed by Jack White and Alicia Keys, in Guitar Hero World Tour. The track will be available on Xbox LIVE(R) Marketplace for Xbox 360 (R) video game and entertainment system from Microsoft for 160 Microsoft Points and on the PLAYSTATION(R)Store for the PLAYSTATION(R)3 computer entertainment system for \$1.99 on November 7th, 2008.

The Quantum of Solace video game was created by Treyarch for the Xbox 360 video game and entertainment system from Microsoft and PLAYSTATION 3 computer entertainment system. The Games for Windows(R) and Wii(TM) video game console and versions were developed by Beenox Studios. The Nintendo DS(TM) version was developed by Vicarious Visions and the PlayStation(R)2 computer entertainment system version by Eurocom. The Quantum of Solace video game is

rated "T" (Teen -- content that may be suitable for persons ages 13 and older) by the ESRB.

For more information about the game, visit <http://007thevideogame.com/>.

About Metro-Goldwyn-Mayer Inc.

Metro-Goldwyn-Mayer Inc., through its operating subsidiaries, is actively engaged in the worldwide production and distribution of motion pictures, television programming, home video, interactive media, music and licensed merchandise. The company owns the world's largest library of modern films, comprising around 4,100 titles. Operating units include Metro-Goldwyn-Mayer Studios Inc., Metro-Goldwyn-Mayer Pictures Inc., United Artists Films Inc., Ventanazul, MGM Television Entertainment Inc., MGM Networks Inc., MGM Domestic Networks LLC, MGM Distribution Co, MGM International Television Distribution In, Metro-Goldwyn-Mayer Home Entertainment LLC, MGM ON STAGE, MGM Music, MGM Worldwide Digital Media, MGM Consumer Products and MGM Interactive. In addition, MGM has ownership interests in international TV channels reaching nearly 120 countries. MGM ownership is as follows: Providence Equity Partners (29%), TPG (21%), Sony Corporation of America (20%), Comcast (20%), DLJ Merchant Banking Partners (7%) and Quadrangle Group (3%). For more information, visit <http://www.mgm.com>.

About EON Productions/Danjaq, LLC

EON Productions/Danjaq, LLC, is owned by the Broccoli family and has produced twenty two James Bond films since 1962, including QUANTUM OF SOLACE. The James Bond films, produced by Michael G. Wilson and Barbara Broccoli, make up the longest running franchise in film history and include the recent blockbuster films GoldenEye, Tomorrow Never Dies, The World is Not Enough, Die Another Day and Casino Royale. EON Productions and Danjaq LLC, are affiliate companies and control all worldwide merchandising of the James Bond franchise.

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 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.

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