



## Activision Brings "Dancing with the Stars" Video Game to the Wii(TM)

### Get Off the Couch and Dance Like Your Favorite Celebs!

MINNEAPOLIS, Oct 19, 2007 (BUSINESS WIRE) -- Activision, Inc. (Nasdaq:ATVI) announced today that they have teamed up with Disney-ABC Television Group's ABC Entertainment and BBC Worldwide America to create the first ever "Dancing with the Stars" video game for the Wii(TM) home video game system. The "Dancing with the Stars" video game gives fans of the show and players of rhythm games exactly what they want - hours and hours of active family fun!

The gameplay in "Dancing with the Stars" for Wii is accessible for gamers of all ages and abilities. The Wii Remote(TM) and the Nunchuk(TM) is used to physically mimic elegant dance moves while at the same time allowing the player to add his or her own personal flair!

The game, studded with stars like Emmitt Smith and Stacy Keibler, is already quick-stepping into the marketplace with a nationwide promotional push. With this Activision, ABC and BBC Worldwide America partnership, get ready to let your inner dance star shine!

"Dancing with the Stars" for Wii will be available on October 30th, 2007 for \$49.99 with a rating of "E 10+" for Ages 10 and up by the ESRB. It will also be available for PlayStation(R)2 and compatible with the PlayStation(R)2 Dance Pad on the same date for the price of \$39.99. A limited-edition "Dancing with the Stars" dance pad bundled with the PlayStation(R)2 game will be available on November 13th, 2007 for \$49.99.

#### About Dancing with the Stars

"Dancing with the Stars" airs Mondays at 8:00 p.m., ET and Tuesdays at 9:00 p.m., ET on ABC. Tom Bergeron ("America's Funniest Home Videos") hosts alongside special guest host and Season Two champion Drew Lachey, who is graciously filling in for Samantha Harris ("E! Entertainment") while she is on maternity leave.

"Dancing with the Stars" is the U.S. version of the BBC smash hit series, "Strictly Come Dancing." This version is produced in America by BBC Worldwide Productions. Conrad Green serves as executive producer and Rob Wade and Matilda Zoltowski are co-executive producers. Alex Rudzinski directs.

#### About Activision

Headquartered in Santa Monica, California, Activision, Inc. is a leading worldwide developer, publisher and distributor of interactive entertainment and leisure products. Founded in 1979, Activision posted net revenues of \$1.5 billion for the fiscal year ended March 31, 2007.

Activision maintains operations in the U.S., Canada, the United Kingdom, France, Germany, Ireland, Italy, Scandinavia, Spain, the Netherlands, Australia, Japan and South Korea. More information about Activision and its products can be found on the company's World Wide Web site, which is located at [www.activision.com](http://www.activision.com).

Cautionary Note Regarding Forward-looking Statements: Information in this press release that involves Activision'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. In this release they are identified by references to dates after the date of this release and words such as "will," "will be," "remains," "to be," "plans," "believes," "may," "expects," "intends," and similar expressions. These risks and uncertainties include, but are not limited to, sales of Activision's titles, shifts in consumer spending trends, the seasonal and cyclical nature of the interactive game market, Activision'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'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, maintenance of relationships with key personnel, customers, vendors and third-party developers, international economic and political conditions, integration of recently acquired subsidiaries and identification of suitable future acquisition opportunities, limitations on our ability to issue stock and options and foreign exchange rate changes. Other factors that could cause Activision's actual future results to differ materially from those expressed in the forward-looking statements set forth in this release include, without limitation, the further implementation, acceptance and effectiveness of the remedial measures recommended or adopted by the special sub-committee of independent directors established in July 2006 to review Activision's

historical stock option granting practices, the board and Activision; the outcome of the SEC's formal investigation and the derivative litigation filed in July 2006 against certain current and former directors and officers of Activision relating to Activision's stock option granting practices, the possibility that additional claims and proceedings will be commenced, including additional stockholder litigation, employee litigation, and additional action by the SEC and/or other regulatory agencies, other litigation (unrelated to stock option granting practices), and the risks identified in Activision's most recent annual report on Form 10-K and recent reports on Form 8-K. The forward-looking statements in this release are based upon information available to Activision as of the date of this release, and Activision assumes no obligations to update any such forward-looking statement. Forward-looking statements believed to be true when made may ultimately prove to be incorrect. These statements are not guarantees of future performance and are subject to risks, uncertainties and other factors, some of which are beyond our control and may cause actual results to differ materially from our current expectations.

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