



Pro vs. GI Joe and Activision Celebrates Veterans' Day With Call of Duty(R): World at War Games With U.S. Service Members

Video Game Publisher Teams with Pro vs. GI Joe to Play New Call of Duty(R) with Troops Stationed Overseas

SANTA MONICA, Calif., Nov 11, 2008 /PRNewswire-FirstCall via COMTEX News Network/ -- This Veterans' Day troops from around the world will be among the first to play one of this year's most-anticipated new video games from Activision, Call of Duty(R): World at War. Pro vs. GI Joe, the USO, and the Tampa Bay Buccaneers are teaming up with Activision Publishing, Inc. (Nasdaq: ATVI) for a series of online matches featuring Active Duty troops stationed around the world. Coinciding with today's launch of the newest installment of Activision's blockbuster Call of Duty(R) series, Pro vs. GI Joe will match members of the famed gridiron against U.S. troops serving in Germany, Japan, Kuwait and a fourth undisclosed overseas base. Participating troops will also link-up via webcam and members of their families will be on-hand to share in the moment.

Pro vs. GI Joe in conjunction with Activision will schedule future matches of Call of Duty: World at War with additional troops and football teams throughout the remainder of the season.

Developed by Treyarch, Call of Duty: World at War is rated "M" (Mature) by the ESRB for Intense Violence, Strong Language, Blood and Gore and is available now on Xbox 360(TM) and PLAYSTATION(R)3 computer entertainment system, the Windows (R) PC and the Nintendo(R) Wii(TM). Call of Duty: World at War is also available for the Nintendo DS(TM), developed by n-Space, the title is rated "T" (Teen) for Blood and Violence. For more information, please visit <http://www.callofduty.com>.

About PRO VS. GI JOE:

Pro vs. GI Joe is changing the way our military men and women are connecting to the home front. Pro vs. GI Joe is a 501c3 nonprofit organization that sets up real-time video game competitions between professional athletes in the states and troops stationed all over the world via the internet. Working with AirTran Airways, Pro vs. GI Joe transports the troops' families to the gaming venue so that they may reunite via web cam with their loved ones serving overseas. Founded in June 2007 and based in Fairfax, Va, Pro vs. GI Joe aims to boost the morale of our military men and women in truly unique and exciting ways. Pro vs. GI Joe is a charitable organization that relies on the generosity of the American people as well as businesses and corporations to support it's program. For more information, please visit <http://www.provsgijoe.org> or contact Addie Zinone @ addie@provsgijoes.org.

About USO

The USO is a private, nonprofit organization whose mission is to support the troops by providing morale, welfare and recreation-type services to our men and women in uniform. The original intent of Congress -- and enduring style of USO delivery -- is to represent the American people by extending a touch of home to the military. The USO currently operates more than 130 centers worldwide, including ten mobile canteens located in the continental United States and overseas. Overseas centers are located in Germany, Italy, the United Arab Emirates, Japan, Qatar, Korea, Iraq, Afghanistan, Guam, and Kuwait. Service members and their families visit USO centers more than 5.3 million times each year. The USO is the way the American public supports the troops.

About Activision Publishing, Inc.

Headquartered in Santa Monica, California, Activision 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>.

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