



Activision Publishing and Nelvana Enterprises Announce Upcoming Video Games Based on 'Toy of the Year' Winner Bakugan

SANTA MONICA, Calif., Feb 24, 2009 /PRNewswire-FirstCall via COMTEX News Network/ -- Activision Publishing, Inc. (Nasdaq: ATVI) announced today an agreement with Corus Entertainment Inc.'s Nelvana Enterprises to develop and distribute video games based on the breakout hit toy and wildly popular action animated television series Bakugan. The first Bakugan game will be released for Wii(TM), Nintendo DS(TM), Xbox 360(R) video game and entertainment system from Microsoft, and PLAYSTATION(R)3 and PlayStation(R)2 computer entertainment systems in the fall of 2009.

"Bakugan's success in 2008 speaks for itself and we're confident it will be even bigger in 2009," said David Oxford, Activision Publishing. "It is our goal to expand this proven property in a way that both fans and gamers will love."

"Ever since Bakugan exploded in popularity, players have been clamoring for a video game version," said Doug Murphy, President, Nelvana and GM, Corus Kids. "We share our fans' excitement in doing battle in an interactive Bakugan world!"

Bakugan tells the story of Dan and his friends as they battle their Bakugan Brawlers to save the planet of Vestroia and, ultimately, Earth from destruction. The series airs on Cartoon Network in the United States and internationally, and on TELETOON in Canada. The toy line, developed by Spin Master Ltd., brings action to the popular genre of collectible trading card games with marble-like Bakugan spheres that transform into "battle brawling" action figures when rolled onto special game cards. A genuine toy craze in the 2008 holiday season, Bakugan recently won three "Toy of the Year" awards from The Toy Industry Association: overall Toy of the Year, Boy Toy of the Year, and Property of the Year.

The video games, under development by veteran Japanese studio NOW Production, will render the elements that made Bakugan a worldwide phenomenon into mind-blowing digital experiences. Everything a Bakugan enthusiast and gamer would love is here - intense battles, the ability to create your own Brawler, cartoon quality graphics and multiplayer combat.

About Corus Entertainment Inc.

Corus Entertainment Inc. is a Canadian-based media and entertainment company. Corus is a market leader in specialty television and radio with additional assets in pay television, advertising services, television broadcasting, children's book publishing and children's animation. The company's multimedia entertainment brands include YTV, Treehouse, W Network, CosmoTV, VIVA, Movie Central, HBO Canada, Nelvana, Kids Can Press and radio stations including CKNW, CKOI and Q107. Corus creates engaging branded entertainment experiences for its audiences across multiple platforms. A publicly traded company, Corus is listed on the Toronto (CJR.B) and New York (CJR) exchanges. Experience Corus on the web at www.corusent.com.

About Spin Master

A multi-category children's entertainment company since 1994, Spin Master(R) has been designing, developing, manufacturing and marketing consumer products for children around the world and is recognized as a global growth leader within the toy industry. Spin Master is best known for such popular brands as 2008 Toy of the Year winner Air Hogs(R), Aquadoodle(TM), Tech Deck(TM), Moon Sand(TM) and new boys action phenomena Bakugan Battle Brawlers(TM). Spin Master employs over 600 people with offices in Toronto, Los Angeles, Paris, London, Hong Kong and China. For additional information please visit: www.spinmaster.com.

About Now Production

Now Production is a premiere videogame developer founded in 1986 and based in Japan. It has developed games for many major publishers, including Namco, Konami and Activision, working on games such as Katamari Damacy, Dance Dance Revolution and Little League World Series 2008. In recent years, Nowpro has started creating original, independent titles and is also involved with developing mobile software and online games.

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 and its products can be found on the company's website, 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 levels of Activision Publishing's titles, shifts in consumer spending trends, the impact of the current macroeconomic environment, 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, and the other 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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