



Activision and Bizarre Creations to Revolutionize Racing Genre With Blur(TM)

--Activision's Newest Brand Marries Intense Wheel-to-Wheel Racing Action with Spectacular Power-Ups and Real-World Cars and Locations

SANTA MONICA, Calif., May 19, 2009 /PRNewswire-FirstCall via COMTEX News Network/ -- Activision Publishing (Nasdaq: ATVI) is set to revolutionize the racing genre with the debut of Bizarre Creations' newest project, Blur(TM) -- the ultimate wheel-to-wheel racing action experience.

The game drops players into heart-pumping, electrified racing action with 20 cars on a track all targeting the finish line and battling each other as they trade paint and collect intense power-ups, including the ability to blast other cars out of the way with huge bursts of energy, boost their speed, and more.

While controlling photo realistic cars, gamers can use offensive and defensive attacks as they battle for the lead and careen through real-world track locations ranging from L.A. and San Francisco to the streets of Hackney, UK and the treacherous roads of Barcelona, Spain.

"We did our homework and saw a huge opportunity to move beyond traditional racers and create a game completely focused on making racing 'fun' again," said Martyn Chudley, Creative Director, Bizarre Creations. "Blur delivers a new style of racing experience for all gamers, regardless of their experience, skill or genre preferences. Everything the player does, both in their cars and with their cars, is a dramatic adrenaline rush; it's a real blast!"

"We know that racing can be fun for everyone, and we are excited to enter this genre with a game that keeps players in the pack and combines fun with intense racing battles," said Maria Stipp, EVP and GM of Owned Properties, Activision Publishing. "Bizarre Creations is one of the most creative studios in the industry with a rich heritage of top-rated racing games and we are excited to partner with them on Blur, which is set to break the mold of traditional racing games."

Beyond the action-packed racing filled with fast curves, sneaky alternate routes, hair-raising jumps and fully realized damage models that provide for spectacular crashes, Blur's narrative is presented through Bizarre's innovative new community-based interface, reaching far beyond the game itself. This unique story-driving social network evolves dynamically as players compete in different races, make new friends, rivals and fans, and connect with other racers both in-game and in real life.

Looking beyond Blur's single player story, gamers can engage in competitive and team-based multiplayer races with up to 20 players online, or on a single console via 4-player split-screen. Bizarre is especially excited to introduce Blur's original social gaming experience - Custom Groups, where anyone can create unique multiplayer modes based on their favorite ways to play the game. These new modes are immediately shared through Blur's social network, expanding the game in ways that are only limited by the gaming community's creativity.

Blur is planned for release this fall for the Xbox 360(R) video game and entertainment system from Microsoft, PLAYSTATION(R) 3 computer entertainment system, and the PC, and is currently rated "RP" (Rating Pending) by the ESRB.

For more information on Blur, please visit the official game web site located at: <http://www.blurthegame.com>.

About Bizarre Creations

Bizarre Creations is a video game developer based in Liverpool, England. Established in 1994, the company is famed for such high profile franchises as Formula 1, Fur Fighters, Geometry Wars, The Club, and the Project Gotham Racing series. With 200+ staff working out of a custom-built development studio, the company now simultaneously develops several next-gen projects across various platforms. They can be found online at www.bizarrecrations.com.

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 and Australia. More information about Activision and its products can be found on the company's website, www.activision.com.

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