



Activision Teams up With World Renowned Snooker Developer to Bring You "The Hustle: Detroit Streets" -- a Pool Game on Steroids

MINNEAPOLIS, Sep 09, 2005 (BUSINESS WIRE) -- Activision Value Publishing, Inc., a wholly-owned subsidiary of Activision, Inc. (Nasdaq:ATVI), has teamed up with one of Europe's most respected world-class video game developers, Blade Interactive Studios, to publish "The Hustle: Detroit Streets." Gamers will now be able to test their pool skills from one of the creators of the hugely successful franchise, "World Championship Snooker" -- a 1 million unit franchise. As an unknown pool player, down on luck and out of money, a player must make a name for himself by becoming the top player in the city by racking up points and earning cash. "The Hustle: Detroit Streets" will be available on the PSP™ (PlayStation®Portable) system this fall, and for several other consoles this winter, and is rated "T" by the ESRB.

"The Hustle: Detroit Streets" lets players take on the role of either Jack Stone or Kat Hudson as they make their way through the pool halls and clubs of Detroit. Players hone their pool skills and work their way to the top of the pool circuit through two different game modes -- single-player story mode, playing as either Jack or Kat in their quest for respect and cash, or single-player single game, where they can practice their skills by playing one-off matches against AI opponents. Additionally, for the PSP system, players can play pool using multiplayer and multiplayer over Wi-Fi where they can try to run the table against other gaming pool sharks.

All of the modes feature a number of trickshots and challenges, which allow players to earn prize money, face off against other players and buy new items such as clothes and cues at local shops. Players make their money gambling on their own matches, hustling, betting on shots (spot betting) and betting on other pool matches. As players progress through the game and meet certain criteria, different game play modes and items are unlocked. Challenges, new venues, different clothes and characters unique to each venue become available as players climb their way to the top of their pool game.

"We are excited to be working with Blade Studios in the development of 'The Hustle: Detroit Streets.' With its different modes of play, trickshots and challenges, this title delivers the most realistic pool experience ever brought to a video game," states Dave Oxford, Activision Publishing, Inc. "Blade brings a level of experience that will allow players to feel all the pressure, excitement and defeat that a real pool player feels as they shoot their way through the rough and tumble Detroit pool circuit attempting to rack up points and earn bread money. This truly is a pool game like no other."

About Activision Publishing, Inc.

Headquartered in Minneapolis, Minn., Activision Publishing, Inc. is a wholly-owned subsidiary of Activision, Inc. (Nasdaq:ATVI). The company specializes in developing interactive entertainment software for PC and gaming console markets worldwide. For more information about Activision Value Publishing, visit the company's web site at www.activisionvalue.com.

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Certain limitations apply to Wi-Fi compatible connectivity. See manual for details. Player responsible for Wi-Fi compatible fees.

SOURCE: Activision Value Publishing, Inc.

Activision Value Publishing, Inc.
Andy Koehler, 952-918-9414
akoehler@activisionvalue.com