Activision Publishing Hires Industry Veterans Glen A. Schofield and Michael Condrey to Lead Sledgehammer Games

New Development Studio to be Located in Foster City, CA

SANTA MONICA, Calif., Nov 17, 2009 /PRNewswire-FirstCall via COMTEX News Network/ -- Activision Publishing, Inc. (Nasdaq: ATVI) today announced the appointments of industry veterans Glen A. Schofield as Vice President and General Manager and Michael Condrey as Vice President and COO of Sledgehammer Games, a new wholly-owned game development studio located in Foster City, California. Sledgehammer Games is currently in development on an as-yet-unannounced new videogame.

(Photo: http://www.newscom.com/cgi-bin/prnh/20091117/LA12926)

"Both Glen and Michael have outstanding reputations in the industry through their work as GM and COO of Visceral Games, and as the leadership of the Dead Space development team," said Dave Stohl, Executive Vice President of Studios at Activision. "We are excited to add their combined 30 years of experience and expertise to our management team."

"Michael and I are thrilled to be building a brand new studio for Activision. This was an opportunity for us to assemble a world-class team made up of developers with a proven track record in delivering top-rated games. We know what it takes to develop a Game of the Year title, and we also know that the title needs the support of a strong publisher to make the game a success," said Glen A. Schofield. "We are honored to be part of the family of amazing developers that have delivered some of the best-selling games in the industry and we look forward to continuing that success at Sledgehammer Games."

"Activision Blizzard's independent studio model is very empowering," said Michael Condrey. "We have a fantastic new studio facility, the foundation for a world-class team and the backing of the industry's most profitable game publisher. This was a rare opportunity we couldn't pass up and we are thankful for the support the Activision organization has shown us."

During their tenure at Visceral Games (formerly EA Redwood Shores,) Glen A. Schofield was the Executive Producer of Dead Space and Michael Condrey was the Sr. Development Director of the award-winning game. The Dead Space franchise has won more than 80 industry awards worldwide including the prestigious A.I.A.S Action Game of the Year and two B.A.F.T.A.S. They are joined at Sledgehammer Games by many award winning developers from across the industry. Sledgehammer Games is actively recruiting top industry talent to join their primary development team. For more information, visit the Careers section at www.Activision.com.

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, Norway, Denmark, the Netherlands, Australia, Russia, Japan, South Korea, China and the region of Taiwan. 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 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, 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 (including peripherals) and related software, industry competition, rapid changes in technology, industry standards and consumer preferences, protection of proprietary rights, litigation against Activision Publishing, maintenance of relationships with key personnel, customers, licensees, licensors, vendors and third-party developers, counterparty risks relating to customers, licensees, licensors and manufacturers, domestic and international economic, financial and political conditions and policies, foreign exchange rates and tax rates, integration of recent acquisitions and the identification of suitable future acquisition opportunities, and the other factors identified in the risk factors section of 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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