



Prepare for an All-Out Assault With Xbox 360 Modern Warfare 2(R) Limited Edition Console

Microsoft and Activision unveil an exclusive global console based on Infinity Ward's 'Modern Warfare 2' with 250GB Hard Drive, more storage space than ever before

SANTA MONICA, Calif. and REDMOND, Wash., Sept 15, 2009 /PRNewswire-FirstCall via COMTEX News Network/ -- Microsoft Corp. and Activision Publishing, Inc. (Nasdaq: ATVI) today brandished the latest weapon to help gamers take to the battlefields for the global launch of the year with the announcement of the Xbox 360 Modern Warfare 2 Limited Edition Console. Infinity Ward's "Modern Warfare 2," the blockbuster sequel to the best-selling first-person action game in history, "Call of Duty(R) 4: Modern Warfare(R)," was the inspiration for the console's high-speed, low-drag, battle-ready design, which is available for pre-order today at U.S. retailers and in other regions later this week.

(Photo: <http://www.newscom.com/cgi-bin/prnh/20090915/LA76491>)

Beginning with "Call of Duty: Modern Warfare 2's" worldwide release on Nov. 10, fans can arm themselves with Xbox 360 Modern Warfare 2 Limited Edition Console, which features an exclusive design inspired by the epic thriller, more storage space than ever before in a 250GB Hard Drive, two Xbox 360 Wireless Controllers, as well as an Xbox 360 Headset and a Standard Edition copy of "Modern Warfare 2" for an estimated retail price of \$399.99 (USD).

"It's the highest compliment to the team and our fans to have a special themed Xbox 360 console," said Vince Zampella, CEO of Infinity Ward. "The precision and detail that's been put into the console captures the intensity and feel of 'Modern Warfare 2.' We can't wait for our community and fans around the world to see for themselves on Nov. 10."

The Xbox 360 Modern Warfare 2 Limited Edition Console was revealed at an exclusive preview event in Los Angeles where guests were the first to experience "Modern Warfare 2" multiplayer gameplay on Xbox LIVE.

"It is thrilling to bring the exclusive 'Modern Warfare 2'-inspired Xbox 360 console to Call of Duty fans. Being able to work so closely with the talented team at Infinity Ward on the design has enabled us to develop a console that will set bragging rights around the world," said Albert Penello, senior director of global marketing for Xbox 360. "These fans deserve the biggest Xbox 360 console ever, and we're delivering with more storage space than ever before and freedom to enjoy their favorite games and downloadable Game Add-ons, including the first two 'Modern Warfare 2' maps that will be available first on Xbox LIVE."*

Xbox 360 Modern Warfare 2 Limited Edition Console, will be sold in Europe, the Middle East (UAE, Saudi Arabia), UK, U.S., Canada, Mexico, Colombia, Chile, Australia and New Zealand.

On Nov. 10, Activision Publishing, Inc. will release Infinity Ward's "Call of Duty: Modern Warfare 2." The title continues the gripping and heart-racing action as players face off against a new threat dedicated to bringing the world to the brink of collapse. "Modern Warfare 2" is rated "M" (Mature - Blood, Drug Reference, Intense Violence and Language) by the ESRB. For more information, visit www.modernwarfare2.com or <http://www.xbox.com/en-US/games/c/callofduty/modernwarfare2/>.

About Xbox 360

Xbox 360 is a premier video game and entertainment system. It is home to the best and broadest games as well as the largest on-demand library of standard- and high-definition movies and TV shows connected to the television -- with music coming this fall. The digital center of the living room, Xbox 360 blends unbeatable content with the largest online social network connected to the television in the 20 million members on Xbox LIVE to create a limitless entertainment experience that can be shared at home or across the globe. With the addition of currently code-named "Project Natal," Xbox 360 will forever transform social gaming and entertainment with a whole new way to play -- no controller required. More information about "Project Natal" and Xbox 360 can be found online at <http://www.xbox.com/projectnatal> and <http://www.xbox.com>.

About Xbox LIVE

Xbox LIVE is the largest gaming and entertainment network and delivers more entertainment than any device connected to the television, including movies, TV and games, with music coming this fall. This fall, Xbox LIVE will be the only entertainment service to provide instant-on 1080p streaming HD video from Zune video in supported countries. With an active community of more than 20 million people across 26 countries, Xbox LIVE lets you play the best games, enjoy the largest on-demand library

and, coming soon, listen to millions of songs -- all while connecting to friends anytime. An Xbox LIVE Gold Membership provides you with exclusive benefits and premium access to entertainment from the top studios and services, all in one place. More information about Xbox LIVE can be found online at <http://www.xbox.com/live>.

About Microsoft

Founded in 1975, Microsoft (Nasdaq "MSFT") is the worldwide leader in software, services and solutions that help people and businesses realize their full potential.

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, 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.

* Add-ons sold separately.

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 (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, licensees, licensors 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, integration of recent acquisitions and the identification of suitable future acquisition opportunities, Activision Blizzard's success in completing the integration of 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 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.

(C) 2009 Activision Publishing, Inc. Activision, Call of Duty and Modern Warfare are registered trademarks of Activision Publishing, Inc. All rights reserved. All other trademarks and trade names are the properties of their respective owners.

SOURCE Activision Publishing

<http://www.activision.com>

Copyright (C) 2009 PR Newswire. All rights reserved