



Activision Publishing's Rapala(R): We Fish(TM), a New Species of Fishing Game, Is Now Out for Wii(TM)

The First Fishing Game Developed Specifically For Wii(TM)

SANTA MONICA, Calif., Sept 29, 2009 /PRNewswire-FirstCall via COMTEX News Network/ -- Activision Publishing, Inc. (Nasdaq: ATVI) has announced its brand new entry in its Rapala fishing franchise, *Rapala(R): We Fish(TM)*, is now out for Wii(TM). This is the first fishing title developed specifically for Wii(TM) and the focus is on arcade style laugh-out-loud fun. The game comes packaged with the Rapala fishing rod and reel peripheral, letting players of all ages cast it, crank it, and set the hook.

Players travel to eight locations around the world to compete in 24 tournaments, and it's one laugh after another as you race each other to catch fish that are natural-born comedians. When they land one, the game goes from fishing to bumper boats, featuring turbo speed boosts and power-ups as your "friends" try to knock the fish out of your boat before you get to the safe harbor.

It makes no difference if you are an angler or a gamer - *Rapala(R): We Fish(TM)* offers "pick up and play" fun for anyone and plenty of depth as you improve. Build up your skills with the Rapala rod and reel peripheral and reel in 50 wacky fish species, including enormous Legendary Lunkers. There are five different game modes, including 4-player head-to-head battles and multiplayer modes. You can choose to play as one of five hilarious characters, or even as your favorite Mii(TM).

"We are proud to release such a creative, side-splitting game in a genre ripe for fresh ideas," said David Oxford, Activision Publishing. "Families are going to have an amazing time getting together to play *Rapala: We Fish*."

Rapala: We Fish is out now for Wii(TM) for \$39.99 and includes game and Rapala fishing rod and reel peripheral.

For more information visit www.activision.com.

About Rapala

Rapala is a leading fishing tackle company and the global market leader in the fishing lures, treble hooks and fishing related knives and tools. The Group also has a strong global position in other fishing categories. The Group has its own distribution companies in all the main markets and the largest distribution network in the industry. The main manufacturing facilities are located in Finland, France, Estonia, Russia and China. The Group brand portfolio includes the leading brands in the industry, Rapala, and other global brands like VMC, Storm, Blue Fox, Luhr Jensen, Williamson, Terminator, Trigger X, Sufix and Marttiini. The Group, with net sales of EUR 242 million in 2007, employs more than 4,000 people in 30 countries.

About Activision Publishing

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 (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.

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