



Activision Publishing Releases Nickelodeon's *iCarly* for Wii(TM) and Nintendo DS(TM)/ Nintendo DSi(TM)

Join the *iCarly* Cast and Create Virtual "Webisodes" of the Hit TV Show

SANTA MONICA, Calif., Oct 28, 2009 /PRNewswire-FirstCall via COMTEX News Network/ -- Activision Publishing, Inc. (Nasdaq: ATVI) and Nickelodeon today announced the *iCarly* videogame is now available for Wii(TM) and Nintendo DS(TM)/ Nintendo DSi(TM) in North America. The game lets fans of Nickelodeon's hit television series join the cast of *iCarly* in a virtual experience. Inspired by the show's theme of using technology to be creative, *iCarly* has special features for the Nintendo DSi (TM) that let players interact with their surroundings using the system's camera and microphone.

"*iCarly* encourages creativity with its great characters and storylines," said David Oxford, Activision Publishing. "The *iCarly* video game incorporates these elements from the TV show into an energetic gameplay experience that is non-stop entertainment!"

"Part of what has made *iCarly* the top show with kids and teens is allowing them to participate in their viewing experience through the website," said Steve Youngwood, Nickelodeon/MTVN Kids and Family Group. "This game extends that concept even further by tapping into kids' creativity to provide them with endless fun."

In the *iCarly* video game, players help Carly, Sam, Freddie and the other characters from the hit TV series craft all-new "webisodes" of the show in an original storyline written exclusively for the game. Over 80 frenetic challenges--presented as show segments - capture the creativity of the series, and allow players to collaborate with the show's main characters through new adventures. The innovative iCreate mode provides opportunities for gamers to add their own unique touches to the webisodes by swapping out props, characters, color schemes, audio, intros, outros and more. Up to four players can either compete or cooperate together on Wii to complete the skits and earn Web-Cred, which can then be used to purchase new items, props, accessories and locations from in-game virtual websites.

Nickelodeon's *iCarly* - a web show within a show - ranks as the number-one program on all of television with kids between the ages of 2 to 11, year to date.

For more information on the *iCarly* videogame, visit www.activision.com.

About Nickelodeon

Nickelodeon, now in its 30th year, is the number-one entertainment brand for kids. It has built a diverse, global business by putting kids first in everything it does. The company includes television programming and production in the United States and around the world, plus consumer products online, recreation, books, magazines and feature films. Nickelodeon's U.S. television network is seen in almost 100 million households and has been the number-one-rated basic cable network for 15 consecutive years. For more information or artwork, visit <http://www.nickpress.com/>. Nickelodeon and all related titles, characters and logos are trademarks of Viacom Inc. (NYSE: VIA) (NYSE: VIA.B).

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, the Netherlands, Australia, Japan and South Korea. 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 help 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 and third-party developers, 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 integrating 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 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.

A(C)2009 Activision Publishing, Inc. Activision is a registered trademark of Activision Publishing, Inc. Wii and Nintendo DS are trademarks of Nintendo. A(C) 2006 Nintendo. All other trademarks and trade names are the properties of their respective owners.

SOURCE Activision Publishing, Inc.

<http://www.activision.com>

Copyright (C) 2009 PR Newswire. All rights reserved