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ACTIVISION ROCKS GERMAN GAMES CONVENTION

**Company Reveals Worldwide Release Dates for *Call of Duty® 4: Modern Warfare™*,
International Track List for *Guitar Hero™ III: Legends of Rock*, and
New Details on Highly Anticipated *James Bond™* Title**

Leipzig, Germany – August 22, 2007 – [Activision, Inc.](#) (Nasdaq: ATVI) kicked off German Games Convention 2007 today with the announcement of the worldwide release date for Infinity Ward's *Call of Duty® 4: Modern Warfare™*, a preview of the international song list for *Guitar Hero™ III: Legends of Rock* and new details on Activision's *James Bond* franchise.

Listen up soldiers, on Monday, November 7 *Call of Duty 4: Modern Warfare* will be available in Australian retail stores nationwide. Armed with more than 40 awards and honours from this year's annual E3 Business and Media Summit including "Best Action Game" from the Game Critics Awards, Infinity Ward's epic title is set to enlist gamers into the most intense, thrilling action experience ever. *Call of Duty 4: Modern Warfare* will be available on the Xbox 360™ video game and entertainment system from Microsoft, PLAYSTATION®3 computer entertainment system and Windows® PC. A Nintendo DS™ version will also deliver the signature *Call of Duty* chaos of battle to handheld gamers.

Activision Rocks 2007 German Games Convention

Additionally, Activision revealed today an international track list for *Guitar Hero III: Legends of Rock*. As a testament to the widespread anticipation of the hit franchise and global phenomenon, Activision's newest music sensation will include a diverse assortment of hit songs from across the globe, that include all master tracks from the following original artists:

- Minus Celsius (by Backyard Babies)
- Hier Kommt Alex (by Die Toten Hosen)
- In the Belly of a Shark (by Gallows)
- I'm in the Band (by The Hellcopters)
- Avalancha (by Heroes Del Silencio)
- Take This Life (by In Flames)
- Ruby (by Kaiser Chiefs)
- Closer (by Lacuna Coil)
- Generation Rock (by Revolverheld)
- Mauvais Garcon (by NAAST)
- Radio Song (by Superbus)

Activision also confirmed that the company's newest blockbuster franchise, *James Bond*, featuring the world-renowned top secret agent 007 is in development by powerhouse studios Treyarch, Beenox and Vicarious Visions for next-generation consoles, Windows PC and hand-held platforms.

For more information on Activision's games, visit www.activision.com.

About Activision, Inc.

Headquartered in Santa Monica, California, Activision, Inc. is a leading worldwide developer, publisher and distributor of interactive entertainment and leisure products. Founded in 1979, Activision posted net revenues of \$1.5 billion for the fiscal year ended March 31, 2007.

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Activision maintains operations in the U.S., Canada, the United Kingdom, France, Germany, Ireland, Italy, Scandinavia, Spain, the Netherlands, Australia, Japan and South Korea. More information about Activision and its products can be found on the company's World Wide Web site, which is located at www.activision.com.

Cautionary Note Regarding Forward-looking Statements: Information in this press release that involves Activision'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. In this release they are identified by references to dates after the date of this release and words such as "will," "will be," "remains," "to be," "plans," "believes", "may", "expects," "intends," and similar expressions. These risks and uncertainties include, but are not limited to, the further implementation, acceptance and effectiveness of the remedial measures recommended or adopted by the special sub-committee of independent directors established in July 2006 to review Activision's historical stock option granting practices, the board and Activision; the outcome of the SEC's formal investigation and the derivative litigation filed in July 2006 against certain current and former directors and officers of Activision relating to Activision's stock option granting practices, and the possibility that additional claims and proceedings will be commenced, including additional stockholder litigation, employee litigation, and additional action by the SEC and/or other regulatory agencies. Other factors that could cause Activision's actual future results to differ materially from those expressed in the forward-looking statements set forth in this release include, without limitation, other litigation (unrelated to stock option granting practices), sales of Activision's titles, shifts in consumer spending trends, the seasonal and cyclical nature of the interactive game market, Activision'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'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, maintenance of relationships with key personnel, customers, vendors and third-party developers, international economic and political conditions, integration of recently acquired subsidiaries and identification of suitable future acquisition opportunities, limitations on our ability to issue stock and options, foreign exchange rate changes, and the risks identified in Activision's most recent annual report on Form 10-K and recent reports on Form 8-K. The forward-looking statements in this release are based upon information available to Activision as of the date of this release, and Activision assumes no obligations to update any such forward-looking statement. Forward-looking statements believed to be true when made may ultimately prove to be incorrect. These statements are not guarantees of future performance and are subject to risks, uncertainties and other factors, some of which are beyond our control and may cause actual results to differ materially from our current expectations.

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