

Activision and Robomodo Choose NaturalMotion's *morpheme* for Tony Hawk®: RIDE™

SAN FRANCISCO and OXFORD – July 14th, 2009 - NaturalMotion, the animation technology company behind the *euphoria* engine, today announced that *morpheme*, the company's animation engine and graphical authoring tool, is being used in Activision Publishing, Inc.'s (Nasdaq: ATVI) upcoming *Tony Hawk: RIDE*, developed by Chicago-based Robomodo.

morpheme is robust animation middleware designed to give developers and animators unprecedented creative control over the look of their final in-game animation by allowing them to author and preview blends, blend trees and transition graphs in real time.

"Tony Hawk: RIDE's groundbreaking skateboard controller offers gamers a uniquely realistic experience" said Christian Staack, Vice President of Sales for North America at NaturalMotion. "*morpheme* will allow Robomodo to match that standard of realism in their character animations, recreating the exhilarating thrills and painful spills of real skateboarding to the high degree of accuracy required for such an innovative game."

Tony Hawk: RIDE is in development for the Xbox 360® video game and entertainment system from Microsoft and the PLAYSTATION®3 computer entertainment system. A version for the Wii™ home videogame system, also utilising *morpheme*, is being developed by Buzz Monkey Software. All three versions are to be published by Activision Publishing, Inc. later this year.

About NaturalMotion

NaturalMotion Ltd. is a leading entertainment software company with offices in Oxford (England) and San Francisco (California). The company produces the widely-adopted animation technologies *euphoria*, *morpheme* and *endorphin*, used across the game and movie industries by companies such as Rockstar Games, LucasArts, Disney, Bioware and many others. *Backbreaker*, the company's first in-house game is currently in production.

For further information please visit NaturalMotion's website www.naturalmotion.com

About Robomodo

Based in Chicago, IL, Robomodo is a video game development studio focused on producing top-tier products on current and next generation console platforms. Robomodo's team has a strong track record for marrying solid game design with an innovative artistic style, as well as harnessing the power of current and next-gen consoles. The core Robomodo team has proven its abilities in the Mortal Kombat, NBA Street and Fight Night franchises. The company's first game for Activision Publishing, Inc. is Tony Hawk: RIDE, which will be released in 2009 simultaneously on the Xbox 360(R) video game and entertainment system from Microsoft, PLAYSTATION(R)3 computer entertainment system and Wii(TM) home video game system.

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.

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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