

July 16, 2008 - Endrant Studios Ltd opens its doors with the announcement of their first project, a co-development partnership with Raven Software and Activision Blizzard, Inc. on id Software's upcoming *Wolfenstein*[™].

Founded by experienced and talented individuals from all over the industry and the world, with dozens of titles under their collective belts, Endrant will leverage its strengths and translate them into AAA releases.

"Our goal is to make exciting, fun and accessible games that translate to the masses," said Ben Smedstad, creative director & co-owner, Endrant Studios Ltd.. "Our backgrounds and experience enable us to be more creative, more focused and deliver a higher quality game no matter what the platform."

Endrant Studios are currently building their team for current and subsequent titles.

"The pool of talent in the UK was the driving force behind us choosing to set up in England," said Neil Postlethwaite, managing director & co-owner, Endrant Studios Ltd.. "Although the incentives in other countries were tempting, the experience and talent available in the UK is what kept us here."

For *Wolfenstein*, Endrant is working in collaboration with Raven, focusing primarily on multiplayer development.

About Endrant Studios Ltd

Endrant Studios Ltd is an Independent Software Developer, based just outside London in Sevenoaks, Kent. Endrant is a multi-platform developer, committed to developing high-quality, accessible games. Endrant is currently recruiting for its current and future projects. More information on Endrant Studios can be found at www.endrantstudios.com

About id Software

id – defined by Freud as the primal section of the human psyche; id Software, located in Mesquite, Texas, was founded in 1991. From inception to present day, id Software has relentlessly provided technical, design and artistic leadership as an independent game developer and technology provider. Transcending the games industry, id's iconic brands such as *Wolfenstein*, *DOOM*, *QUAKE* and *Enemy Territory* have become staples of popular culture for generations of gamers. More information on id Software can be found at www.idsoftware.com.

About Activision Blizzard

Headquartered in Santa Monica, California, Activision Blizzard, Inc. is a worldwide pure-play online and console game publisher with leading market positions across all categories of the rapidly growing interactive entertainment software industry.

Activision Blizzard maintains operations in the U.S., Canada, the United Kingdom, France, Germany, Ireland, Italy, Sweden, Spain, Norway, Denmark, the Netherlands, Romania, Australia, Chile, India, Japan China, the region of Taiwan and South Korea. More information

about Activision Blizzard and its products can be found on the company's website, www.activisionblizzard.com.

Cautionary Note Regarding Forward-looking Statements: Information in this press release that involves Activision Blizzard'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 Blizzard 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 Blizzard'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 of Activision Blizzard's titles, shifts in consumer spending trends, the seasonal and cyclical nature of the interactive game market, Activision Blizzard'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 Blizzard'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 Blizzard, 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 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. Other such factors include additional risk 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 Blizzard as of the date of this release, and Activision Blizzard assumes no 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 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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