

**FOR IMMEDIATE RELEASE**

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**FIND OUT WHAT AWAITS *OVER THE HEDGE*<sup>™</sup> IN  
ACTIVISION'S NEW VIDEO GAME, AVAILABLE NOW AT  
RETAIL STORES NATIONWIDE**

Santa Monica, CA - May 9, 2006 - Based on the highly anticipated feature film from DreamWorks Animation, *Over the Hedge*<sup>™</sup> the game from Activision, Inc. (Nasdaq: ATVI) is a wild adventure that immerses fans in a backyard gone crazy, while taking the players beyond the story seen in the movie. *Over the Hedge* is the only game based on the feature film that lets players relive movie moments and go beyond the film in three different games being released simultaneously for consoles and PC, the Nintendo DS<sup>™</sup> and Game Boy<sup>®</sup> Advance. In the games, players assume the roles of RJ the raccoon, Verne the turtle, Hammy the squirrel and Stella the skunk and turn a suburban neighborhood loaded with obstacles and traps into their personal playground.

"In collaboration with DreamWorks Animation we have developed three unique titles introducing new characters and all-new storylines expanding the *Over the Hedge* world," said Kim Salzer, vice president of global brand management, Activision Publishing. "The games give movie and video game fans control of the four main characters and lets them experience firsthand their camaraderie and wacky adventures."

## ***Over the Hedge*****The Game Ships to North American Retail Outlets**

In the console and PC versions of ***Over the Hedge***, gamers find themselves in suburban madness when they choose to play as RJ, Verne, Hammy or Stella and switch between the characters or engage in two-player co-op with a friend. Comprised of more than 30 puzzle-filled levels, players use golf clubs, hockey sticks and other everyday items as they dodge lasers, defeat enemies and plan and execute heists. Fun mini-games such as suburban mini-golf and golf cart destruction derby extend the game play and offer players a chance to increase their health by collecting snacks, boost their energy through power up items and unlock exclusive content such as concept art, film assets and more.

The handheld versions of ***Over the Hedge*** give players two unique adventures. The Nintendo DS version takes place after the events seen in the movie and features an all-new storyline in which the characters must figure out how to save their woodland home from the encroaching home development. ***Over the Hedge*** for Game Boy Advance closely follows the storyline of the movie allowing players to live the adventures of the movie.

***Over the Hedge*** the game was developed for the console platforms by Edge of Reality, for the Game Boy Advance and Nintendo DS by Vicarious Visions and for the PC by Beenox.

***Over the Hedge*** is available for the PlayStation®2 computer entertainment system, the Xbox® video game system from Microsoft, the Nintendo GameCube™ and PC are rated “E10+” (“Everyone 10+” - cartoon violence and crude humor - content suitable for persons ages 10 and older.) The console versions are available for a suggested retail price of \$39.99 and the PC version is available for a suggested retail price of \$19.99. ***Over the Hedge*** for the Nintendo

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DS and Game Boy Advance are rated "E" ("Everyone"- mild cartoon violence - content suitable for persons ages 6 and older.) The DS and the GBA versions are available for a suggested retail price of \$29.99.

BradyGames' ***Over the Hedge*** Official Strategy Guide is available at electronics, book, and software retailers nationwide, and online at [bradygames.com](http://bradygames.com).

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 \$1.4 billion for the fiscal year ended March 31, 2005.

Activision maintains operations in the U.S., Canada, the United Kingdom, France, Germany, Italy, Japan, Australia, Scandinavia, Spain and the Netherlands. 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](http://www.activision.com).

The statements made in this press release that are not historical facts are "forward-looking statements." These forward-looking statements are based on current expectations and assumptions that are subject to risks and uncertainties. The Company cautions readers of this press release that a number of important factors could cause Activision's actual future results to differ materially from those expressed in any such forward-looking statements. Such factors include, without limitation, product delays, retail acceptance of our products, industry competition, rapid changes in technology and industry standards, protection of proprietary rights, maintenance of relationships with key personnel, vendors and third-party developers, international economic and political conditions, integration of recently acquired subsidiaries and identification of suitable future acquisition opportunities. These important factors and other factors that potentially could affect the Company's financial results are described in our filings with the Securities and Exchange Commission, including the Company's most recent Annual report on Form 10-K and Quarterly Report on Form 10-Q. Readers of this press release are referred to such filings. The Company may change its intention, belief or expectation, at any time and without notice, based upon any changes in such factors, in the Company's assumptions or otherwise. The Company undertakes no obligation to release publicly any revisions to any forward-looking statements to reflect events or circumstances after the date hereof or to reflect the occurrence of unanticipated events.

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