

## An Invitation to Nano Companies - Come Play the Nano Games with Us...

### *Let the Nano Education Games Begin!*

*Judith Light Feather, President, The NanoTechnology Group Inc., V.P. Athena Virtual Productions*



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**UPDATE:** Introducing nanotechnology into games with educational elements throughout the story and design process stimulates learning of math, science and engineering through interactive and enjoyable experiences. Interactive multi-player platforms are challenging to the mind, allowing developers to insert technical data throughout the game to stimulate skill levels while learning new information through role-playing situations.

Research over the past five years also acknowledges the popularity of games in the global culture for all ages.

Download our [Gamesasedu](#) PDF file Also the PDF file on [Gamefacts](#).

Join us as we introduce nanotechnology to the public through your participation in the game. Advertising placement of your company and product within the game elements will increase your exposure to the global market and project your leadership in education. Traditional companies like Coke can participate with a futuristic product on laser-light billboards within the game. GM, Chrysler or Ford may have future designs in the pipeline, or just put their logo on whatever robotic vehicles are in use in the 23<sup>rd</sup> Century. Likewise, Lockheed-Martin, Airbus or Boeing could become the air-transport company of the future. Imagination has no limits in portraying the future for traditional companies of the 21<sup>st</sup> Century, who might like to be represented in the next seven generations of customers. Advertising support of the project now will allow production to continue while we align our investors.

Read the following studies and contact us for discussion of product placement or custom built levels for your company or nanotechnology product in our first science fiction game with accurate scientific and education elements. Our expert team will develop a new category of commercial games within the EduTainment industry that silently teaches the gamers while they are competing and learning new skill levels in their role-playing character.



*(Photo left) Meet the Mutzachans, a civilization in the Battlelords universe that is tailor-made for this type of experience.*

<http://www.ssd.com/Games/Mutzachan.html>

## **About the Story**

Many will ask, 'Why Battlelords'? All commercial video games are based on a book, movie, selected storyline or development of an interesting game for success in the marketplace. Battlelords of the 23rd Century fills all those aspects. Introducing the public to nanotechnology through a space-based storyline will familiarize them with the possibilities that this enabling technology will definitely change their world as they know it. The story will also introduce colonization of other galaxies with a variety of civilizations that will take diplomatic skills in the formation of relationships, rather than just killing them or blowing up their planet.

Investigation, due diligence and critical thinking are keys to success as players are swept up in mysteries and intrigue that will affect countless billions of sentient beings. Wanton violence on the part of the player will have realistic repercussions for their actions, as well as affect the lives of the intelligent aliens around them. The more antisocial behavior a player exhibits, the more problems they will encounter. They will soon find themselves surrounded by like-minded individuals who are just as likely to hinder or betray them as help them.

A key theme of the Battlelords universe is learning to overcome differences while working together; of acceptance or all will perish from threats both within and without. The next generation will most likely have to learn to live in space, as they venture forth to Mars and beyond. With the input of scientific advisors we will realistically represent the difficulties, challenges, cutting edge options, and wonder that will be part of their daily life in the future.

## **Franchise licensed for game development**

A franchise license to utilize all elements in a published book series for a science fiction game titled "Battlelords of the 23rd Century," 6th edition, in print for 15 years will provide a distinctively established global fan base regarding the Science Fiction or "Sci-Fi" genre for the 13-35 year old gamer. The franchise license will also include rights to develop the new book campaign setting entitled "Beyond the Rift."

## **Proven Market Acceptance**

Our target audience includes a fan base with a steady interest and passion for **Battlelords of the 23<sup>rd</sup> Century**, who have been looking forward to a PC Video game from the book series for years. Market reports show that an established movie or novel is most likely to be recognized by the consumer. In turn, this makes the customer more inclined to purchase, based upon familiarity and personal taste. With a fan base of over 80,000 strong (based upon yearly sales and memberships to the SSDC fan clubs\*<sup>1</sup>), "**Battlelords of the 23<sup>rd</sup> Century**" 6<sup>th</sup> edition continues to stand out in its field as a strong leader in rule-based structure for gamers.

The design of games by **Athena Virtual Productions** is also distinctive in the area of story-line educational tools. Through the development of choices of elements for game play and functions that allow the player to immediately understand an unrealistic choice, the adaptive intuitive engine has auto-programmed visual results that send the player back to change the elements. These features also influence the actions and reactions of at least 4 other non-player characters and the game environment. Actual chemical reactions or simple "cause and effect" physics can lead the user into a learning experience on more than just the surface level of consciousness.

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## **Scientific Advisors for Accuracy of technology details**

Scientific advisors from **NASA and ESA**, through our partnership with the **CANEUS** organization, along with Chris Phoenix, **Center for Responsible Nanotechnology**, and **TNTG Science Advisor** are already on board to provide professional expertise along with technical details and educational components.

**Sandra Key-Helsel PhD.**, Director for all Virtual education nano science projects for TNTG Inc., will oversee the educational aspects of the game.

Don't miss out on this unique opportunity. Make sure your nanotechnology product is represented in the future through our virtual world game production proving that corporate investment in education can be fun and profitable.

Advertising rates are dependant on many factors within the game which can include placement of your company in the story for ongoing exposure and range from \$5000 for brand or logo placement to \$500,000 for full interaction and participation within the game.

For more information on our project visit:

<http://www.thenanotechnologygroup.org/index.cfm?content=131&Menu=27>

*Read the following articles and studies on advertising in games and contact us for discussion on participation levels.*

### **Contact Information:**

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## **Advertising in game studies**

### **From MIT Adverlab:**

#### **Study: Ads in Video Games Drive Persuasion, Costs Rise**

"Activision and Nielsen Entertainment released the results of a pioneering study on the effectiveness of in-game advertising that incorporates different levels of product integration. The research is the fourth component of an ongoing joint initiative between the two companies to establish standardized tools to measure the value of in-game ads.

The study confirms earlier findings that product integration helps to drive awareness and recall, but also uncovers a new variable, pervasiveness, which contributes to

driving brand awareness as well. Most important, the research shows that the combination of product integration and pervasiveness results in a high degree of persuasion -- the willingness of consumers to change their opinions of a brand and/or recommend it to others -- and establishes that video games drive persuasion."

-- The Adrenaline Vault

"Next year, cellphone maker Nokia is doubling to 10 the number of games in which it will advertise, and the world's largest independent game maker, Electronic Arts, which had one game with ads in 2002, will have product placements in at least half of the 30 titles it releases next year.

Costs for advertising in video games have grown exponentially. They can range from \$5,000 to \$500,000, prices that rival spots in small films, according to some agencies."

-- Boston Globe

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**Here's the official press release and some earlier findings of the same study.**

### **Study Shows that Combination of Product Integration and Pervasiveness Leads to High Degree of Persuasion**

SANTA MONICA, Calif., Dec. 5 /PRNewswire-FirstCall/ -- Activision, Inc. (NASDAQ: ATVI) and Nielsen Entertainment today released the results of a pioneering study on the effectiveness of in-game advertising that incorporates different levels of product integration. The research is the fourth component of an ongoing joint initiative between the two companies to establish standardized tools to measure the value of in-game ads.

The study confirms earlier findings that product integration helps to drive awareness and recall, but also uncovers a new variable, pervasiveness, which contributes to driving brand awareness as well. Most important, the research shows that the combination of product integration and pervasiveness results in a high degree of persuasion -- the willingness of consumers to change their opinions of a brand and/or recommend it to others -- and establishes that video games drive persuasion.

After studying multiple examples of integration and pervasiveness, and incorporating the element of persuasion, the researchers created a new standard for gauging the value of in-game ads based on two distinct levels.

Research results also found that, contrary to the assumption that highly pervasive ads would detract from the game play and frustrate gamers, a majority of study participants said that when the product is relevant to the game, advertising enhances the experience. Underscoring relevance, the study revealed that the vast majority of gamers who recalled a product in a game felt it fit the game they were playing. Moreover, a much higher percentage of gamers changed their opinion of the product positively versus negatively after having played the game.

"All media can claim to drive some level of awareness, but until now, no other media type has been able to reliably prove its ability to change consumer opinion," said Robert A. Kotick, Chairman and Chief Executive Officer of Activision. "As this study shows, video games are a powerful ad delivery medium. But the challenge for the industry has been to develop a pervasive unit of measurement that will enable advertisers to accurately gauge the effectiveness of in-game ads. With this research, we have taken a major step in that direction."

Said Andy Wing, President and CEO Nielsen Entertainment, "Measurement drives efficiency in any business exchange; especially in advertising. Therefore, as video game play successfully emerges to define a new paradigm for targeted interaction with consumers, the need to establish accurate measures becomes even more critical; for both advertisers, who have finally found a pipeline into the 18-34 male sweet spot, and the video game publishers sitting in pole position to monetize that audience. With 18-34 year old male audience premiums of 6-7 times the average prime time television CPM, it's easy to see why measurement has become such a huge priority for the industry."

Michael Dowling, General Manager of Nielsen Interactive Entertainment, a division of Nielsen Entertainment said, "Video games provide a relevant context for gamers to virtually experience products. This unique unit of exposure serves to reinforce and enhance a brand's key selling proposition. Moreover, video games can provide actionable feedback to advertisers. Gamers like to customize their game play experience based on their personal preferences -- so, the color of the Jeep a gamer chooses says a lot about how they might act in the real world. This is invaluable information for advertisers."

In addition, gamers' receptivity to in-game advertising continues to be positive, and many of the study's participants claimed that the ads actually increased their enjoyment of the game. Moreover, when gamers recalled a product or ad in the game, a large majority said the product was a good 'fit,' underscoring its relevance and authenticity.

Given the increasingly critical lens through which advertisers and media planners view advertising effectiveness -- and the lack of reliable data regarding product integration -- Nielsen Entertainment and Activision went to great lengths to ensure the validity of their methodology. To that end, they tested in-game and other advertising through highly controlled experiments where they could maximize the reliability of the findings.

### **Study Focuses on Effectiveness of In-Game Ads at Various Levels of Integration**

One of the principal goals of the new research has been to demonstrate the ability of video games to build and enhance brand awareness, association and appeal by conducting an in-depth evaluation of various levels of advertising integration within games.

The Activision/Nielsen Entertainment study also sought to determine the impact of in-game product placement versus traditional advertising and product placement in other media, such as television.

The study was conducted among 1350 active male gamers ages 13 to 44. Each participant was randomly assigned to one of nine test or control cells.

Respondents who were assigned to four game test cells, featuring the games MTX Motortrax, Tony Hawk's Underground 2, Need For Speed Underground 2 and NHL 2K6, were then exposed to brands and products at various levels of integration and pervasiveness within each game. Participants assigned to two game control cells played the same games without any products integrated or placed in the game.

Moreover, three other groups of respondents were assigned to television test cells that incorporated traditional television commercials, product placements and no advertising, respectively.

### Research Establishes New Structure of Integration

Activision and Nielsen Entertainment initially studied various examples of product integration within video games. During the course of their research, however, they noticed that positive movement of the marketing metrics did not always correspond to increased integration.

"At that point, we let the data speak for itself," said Michael Dowling. "To do this, we correlated brand pervasiveness, at each increasing level of integration, with key marketing metrics like awareness, recommendation and ratings. This data-driven, empirically-based analysis revealed a powerful new structure for brand integration."

With these findings, Activision and Nielsen Entertainment factored in the elements of pervasiveness and persuasion to establish a new standard for assessing the effectiveness of in-game ads based on two distinct levels of integration:

- \* Unique Object and Game Elements -- Unique brand integration that incorporates in-game interstitials, video footage, audio cues and branded storyline elements that serve as goals of the game.
- \* Brand Presence -- Billboards, banners, bus shelter signs, hanging signs and 3D objects, including beverage machines, store fronts, buses with signage and blimps.

### **Ongoing Initiative Provides Unique Insight into In-Game Advertising**

The current in-game advertising pervasiveness study is the fourth research component of an ongoing joint initiative to develop standardized tools to measure the value of in-game ads. The process began in early 2004, with a comprehensive research survey of gamer demographics and behavior in U.S. television households. Among the findings was the fact that video games are eroding TV viewership among males 13 to 34 -- the core group of gamers.

In October of that year, Activision and Nielsen Entertainment released the results of a groundbreaking study, which established that in-game advertising favorably affects brand awareness, recall, interest and other key metrics. The research also found that, in general, gamers perceive in-game advertising positively and believe it makes games more realistic.

A third study on video game reach and frequency, conducted in October 2004, determined the average lifespan of top selling games during the past year.

### **Study Methodology**

The study was conducted in eight cities across the country. Respondents played one of five videogames -- depending on random cell assignments -- for a minimum of 20 minutes, after which time they answered survey questions about awareness, interest and recall of brands integrated into the games.

In addition, the 20 minute gameplay sessions were recorded and coded to determine which advertising was seen, how many times each was seen and for what duration. The tapes also were coded to measure what products gamers interacted with, how many times and for how long. Finally, a series of "man on the street" interviews were conducted to further flesh out gamer perceptions of in-game advertising.

### **About Nielsen Entertainment**

Through custom research, consulting and the world's most comprehensive network of entertainment measurement systems, Nielsen Entertainment delivers Actionable Entertainment Intelligence to clients engaged in the business of selling entertainment and trading in the marketplace of our popular culture.

Nielsen Entertainment's AEI products give clients unrivaled perspective from which to steer business decisions, providing the measure and the motivation in one package; comparing what the consumer says they do and what they actually do, in any given environment including film, television, music, books, and interactive media.

Nielsen Entertainment is comprised of the following businesses: National Research Group (NRG), EDI and EDI International, Television Services, SoundScan, Broadcast Data Systems (BDS), Music Control, VideoScan, Market Navigator, BookScan, BookData, and Interactive Entertainment, and utilizes the full portfolio of sister companies including Nielsen Media Research (television ratings) and Nielsen Net Ratings (internet usage) to deliver a whole media point of view. Nielsen Entertainment's current slate of Benchmark Reports on the Digital Home, Mobile Entertainment and the Active Gamer can be purchased through <http://www.nielsenstore.com/>. Nielsen Entertainment is part of VNU (<http://www.vnu.com/>), a global leader in information services for the media and entertainment industries.

### **About Activision**

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 <http://www.activision.com/>.

Company News On-Call: <http://www.prnewswire.com/comp/007396.html>

Website: <http://www.activision.com/>

Website: <http://www.nielsenstore.com/>

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***Activision and Nielsen Entertainment Announce Pioneering Test to Measure How Consumers Interact With Ads in Video Games***

***Chrysler Group is First Advertiser to Participate; Jeep(R) Integration in Newest Tony Hawk Video Game to be Tested***

***Activision and Nielsen Entertainment Release Results of New Study That Further Establishes the Effectiveness of In-Game Advertising***

SANTA MONICA, Calif., Oct. 18 /PRNewswire-FirstCall/ -- Activision, Inc. (Nasdaq: ATVI) and Nielsen Entertainment today unveiled three new developments in their ongoing initiative, first announced in April, to develop standardized tools to measure the value of in-game advertising:

- \* The two companies announced that they are launching a groundbreaking test using the newly-released Activision video game, Tony Hawk's Underground 2 to determine how long and how often players interact with brands. The test will feature Nielsen's watermarking technology that uses audio encoding to uniquely identify when players are exposed to product placements within the game. While the test is initially PC only, Activision and Nielsen Entertainment are in discussions with the console manufacturers.
- \* The Chrysler Group will be the first advertiser to take part in the test. Activision and Nielsen Entertainment will measure consumer interaction with the Jeep(R) brand, which is integrated within Tony Hawk's Underground 2.
- \* Activision and Nielsen Entertainment presented the results of a major new study on the power of in-game advertising (detailed findings below).

***New Study to Determine Player Interaction with Brands***

Using proprietary methodology, Nielsen Entertainment and Activision will conduct a PC-based test to measure in-game product placement among a representative sample of active video game households. The test will incorporate a watermark -- an inaudible audio code -- that will identify how long and how often players are exposed to various products.

The test will take place over late 2004 to early 2005, during which Nielsen Entertainment will collect and process the data on a daily basis. Nielsen Entertainment also will conduct pre- and post-test surveys to understand perceptions of in-game advertising, as well as the impact on brand

awareness and recall.

Robert Kotick, Chairman and Chief Executive Officer of Activision, said, "Companies are beginning to recognize the tremendous potential of in-game advertising. Our partnership with Nielsen Entertainment is aimed at taking video games to a new level as a mainstream advertising medium."

"When our established watermarking technology can be leveraged to advance the understanding of a new advertising medium, it's an illustration of the value our aggregated Nielsen Entertainment businesses can deliver," said Andy Wing, Chief Executive Officer of Nielsen Entertainment. "I expect the Activision/Nielsen Entertainment partnership will be a milestone in media history books; the chapter on how video games became a dominant force in our culture and a magnet for advertising dollars."

Michael Dowling, General Manager of Nielsen Interactive Entertainment, a division of Nielsen Entertainment, said, "Nielsen Interactive Entertainment is extending our leadership in measuring the interests and preferences of global consumers. This test is a milestone in our efforts to create measurement tools for advertisers who, increasingly, are interested in video game advertising as a means of reaching their target audiences. As this medium becomes ever more popular for the nation's leading advertisers, we are proud of our partnership with Activision and are moving closer to providing the industry with the standardized metrics to understand the value of in-game placement."

#### **Chrysler Group is First Participant**

The Chrysler Group is the first company to participate in the Activision/Nielsen Entertainment test.

The Chrysler Group's Jeep brand is prominently featured in Tony Hawk's Underground 2, the newest game in the award-winning Tony Hawk franchise. During the test, a watermarking code will be placed around the Jeep brand to determine how long, how often and even where in the game users are interacting with the vehicles.

Activision and the Chrysler Group also announced that the Chrysler brand will be featured in the life simulation game The Movies, from award-winning designer Peter Molyneux's Lionhead Studios, to be released in 2005.

Jeff Bell, Vice President of Chrysler and Jeep, Chrysler Group, said, "Video games are increasingly becoming the medium of choice for a new generation of consumers and Chrysler Group has been at the forefront of this exciting revolution. By teaming with Activision and Nielsen Entertainment, we are helping to take this medium to its next level."

Mr. Kotick added, "We are delighted to have a renowned company such as the Chrysler Group partner with us on the test, especially because its world-class brands can make the game experience even more relevant and more engaging. As a pioneer in in-game advertising placement, we understand that video gamers expect to see brands that lend credibility to the content and settings portrayed in our games."

### **Activision and Nielsen Entertainment Release New Data**

Activision and Nielsen Entertainment also announced results of a new study that examined the power of incorporating brand name products within the video game experience.

The study, which was conducted among approximately 500 active male gamers ages 13 to 34, is an offshoot of an ongoing program of research by the two companies to investigate the effects of video gaming on television viewing in the homes of young men. Among the study's key findings:

- \* Brands with which gamers must actively interact substantially impact consumer awareness and recall;
- \* These highly integrated ads tend to enhance a gamer's interest in purchasing the advertised products;
- \* In general, gamers perceive in-game advertising positively and believe it makes a game more realistic.

"The industry is starting to benefit from a philosophical shift -- marketers are more willing to experiment with new ways to reach consumers that go beyond the traditional methods. This study shows how, if products are integrated effectively within a game, the impact and recall of that advertising is well received," said Michael Dowling. "As the entertainment industry continues to expand and evolve, Nielsen Interactive Entertainment will continue to pioneer this research to provide advertisers with the tools they need to effectively gauge audience recall and purchasing decisions."

### **Study Compares Various In-Game Experiences with TV Viewing**

The Activision/Nielsen Entertainment study included participants who were randomly assigned to one of four study groups. Participants in the first group experienced a series of both high- and low-integrated ads, while those in the second group experienced only two low-integrated ads. Group three saw no in-game advertising at all. And instead of playing video games, members of the fourth group watched an episode of a television show, during which they were exposed to traditional advertising.

### **Effectively Integrated Ads Generate Greater Awareness and Recall**

According to the study's conclusions, the more effectively an ad is integrated within a video game, the greater a gamer's ability to recall that ad. In fact, 87% of research participants remembered seeing a high-integrated brand much more frequently than other less integrated brands. This indicates that when a brand appears throughout a game, and gamers must interact with it, that it has a strong positive impact on brand recognition and recall.

Moreover, although low-integrated ads did not generate the same degree of recall, many gamers still were able to remember such brands by name, suggesting that even appearing in background advertising may still impact consumer behavior on some level.

### **Recall of In-Game Ads Can Enhance Purchasing Decisions**

Often, participants who recalled seeing a specific brand advertised in-game were much more likely to express an interest in buying the associated product than were participants who did not recall seeing the brand.

In some cases, brands that elicited significant recall in video games generated the same, or even higher, purchase interest than those products advertised via TV. These findings suggest that, not only does effectively integrated advertising have a significant impact on product awareness and recall -- among those who actively remember seeing the brands advertised -- but it also has the potential to increase interest in buying a product to a level comparable to television advertising.

### **Gamers Generally Perceive In-Game Advertising Positively**

Of the male gamers who participated in the study, about 40 percent said that in-game ads made a game more appealing, and made them more inclined to buy the advertised product. Similarly, a solid two-thirds majority of active gamers reported that in-game advertising made a game more realistic, while nearly three in 10 noted that advertising in video games was more memorable than traditional television advertising.

What is more, more than one-third of participants agreed that in-game ads were more effective if they assist a game player in reaching a particular objective. This finding is consistent with the higher awareness, recall and purchase interest generated by high-interactive brands.

### **Study Methodology**

The study was conducted between March 19 and April 4, 2004 with approximately 500 active male gamers in Las Vegas, Nevada. Participants in the study were males between the ages of 13-34 who play video games at least once a week for at least 15 minutes per session, have familiarity with the PlayStation(R) 2 computer entertainment system, and had very limited or no experience playing any of the three video games used in the experiment.

### **About Nielsen Entertainment**

If you believe that entertainment drives culture and culture drives consumption, you understand why Nielsen Entertainment is the leading provider of entertainment intelligence, serving as strategic partner to top entertainment brands throughout the world. We are comprised of companies focused on all media, including filmed, music, literary, interactive and home entertainment through the following Nielsen businesses: NRG, EDI, Entertainment Marketing Solutions (EMS), SoundScan, Broadcast Data Systems, VideoScan, BookScan, BookData, Interactive Entertainment and ReelResearch.

Together, we provide industry insight and consulting services based on our own primary and custom research, strategic analysis, testing, tracking, retail sales measurement, and a broad array of specialized tools catering to entertainment creators, developers, marketers, distributors and observers.

Nielsen Entertainment is part of VNU, <http://www.vnu.com>, a global leader in information services for the media and entertainment industries.

### **About Activision**

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

\$948 million for the fiscal year ended March 31, 2004.

Activision maintains operations in the U.S., Canada, the United Kingdom, France, Germany, Italy, Japan, Australia, Scandinavia 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 <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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