



FOR IMMEDIATE RELEASE

**ACTIVISION PUBLISHING AND 4KIDS ENTERTAINMENT ANNOUNCE
CHAOTIC® VIDEO GAME; EVOLUTION OF POPULAR CARD GAME
UNITES STORYTELLING, ROLE PLAYING, AND ACTION**

MINNEAPOLIS, MN – February 13, 2009 – Activision Publishing, Inc. (Nasdaq: ATVI) announces an agreement with 4Kids Entertainment, Inc. (NYSE: KDE) and Chaotic USA Entertainment Group, Inc. to publish *Chaotic*®, a video game based on the popular trading card game and animated television series. *Chaotic* is scheduled for release on Wii™, Nintendo DS™, Xbox 360® video game and entertainment system from Microsoft, and PLAYSTATION®3 computer entertainment system in fall 2009.

The *Chaotic* video game combines action, role playing and turn-based strategy gameplay elements for an epic adventure in Perim, the stunning *Chaotic* world. Players adventure through vibrant, fully-realized 3D environments and interact with various characters from the best-selling trading card game and hit animated series. Players will build and manage their own army of *Chaotic* creatures while fighting enemies, collecting battlegear and unlocking new mugic® (magic) spells

and attacks. The *Chaotic* video game features dramatic tactical battles, a variety of captivating gameplay modes, as well as powerful upgrades and valuable unlockables.

“*Chaotic* was the first trading card franchise specifically designed to connect competition with online interaction, so it’s a natural fit for the property to evolve into videogames,” said Alfred R. Kahn, Chairman and CEO, 4Kids Entertainment. “Fans are eagerly anticipating the opportunity to take their battles to the next level... and now a *Chaotic* video game is on the horizon.”

“*Chaotic* has quickly earned its place among the top trading card games on the market,” said David Oxford, Activision Publishing. “We’re excited to create a fresh experience which will appeal to video game fans and *Chaotic* enthusiasts alike.”

“The *Chaotic* brand is inherently well-suited for video games because of its one-of-a-kind creature art, compelling storylines and imaginative environments,” said Bryan C. Gannon, CEO, Chaotic USA Entertainment Group. “We’re confident these core elements and a world class publisher such as Activision will result in a phenomenal game.”

For more information visit www.activision.com or www.chaoticgame.com.

About 4Kids Entertainment

With U.S. headquarters in New York City, regional offices for its trading card business in San Diego, California and international offices in London, 4Kids Entertainment, Inc. (NYSE: KDE) is a global organization devoted to the creation,

development, production, broadcasting, distribution, licensing and manufacturing of children's entertainment products.

Through its subsidiaries, 4Kids produces animated television series and films, distributes 4Kids' produced or licensed animated television series for the domestic and international television and home video markets, licenses merchandising rights worldwide to 4Kids' owned or represented properties, operates Web sites to support 4Kids' owned or represented properties, and produces and markets collectible trading card games. Additionally, the Company programs and sells the national advertising time in "TheCW4Kids" five-hour Saturday morning children's block on The CW television network.

Additional information is available on the www.4KidsEntertainment.com corporate web site and at the www.4Kids.tv game station site.

About Chaotic USA Entertainment Group, Inc.

Headquartered in San Diego, California, Chaotic USA Entertainment Group is the technology and development Company that holds the worldwide rights to the Chaotic Brand and the Chaotic Trading Card Game. Chaotic USA has entered into an Agreement with 4Kids Entertainment to develop and produce the Chaotic Animated Television series, the Chaotic Trading Card Game and a complete domestic and international merchandise license program.

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 maintains operations in the U.S., Canada, the United Kingdom, France, Germany, Ireland, Italy, Sweden, Spain, the Netherlands, Australia, Japan and South Korea. 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 help 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 of Activision Publishing's titles, shifts in consumer spending trends, 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 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 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. 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 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.

Cautionary Note Regarding Forward-looking Statements The information contained in this press release, other than historical information, consists of forward-looking statements within the meaning of Section 27A of the Securities Act and Section 21E of the Exchange Act. These statements may involve risks and uncertainties that could cause actual results to differ materially from those described in such statements. Although **4Kids Entertainment, Inc.** believes that the expectations reflected in such forward-looking statements are reasonable, it can give no assurance that such expectations will prove to have been correct. Important factors beyond the Company's control, including general economic conditions, consumer spending levels, competition from toy companies, motion picture studios and other licensing companies, the uncertainty of public response to the Company's properties and other factors could cause actual results to differ materially from the Company's expectations.

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