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FOR IMMEDIATE RELEASE

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THQ ANNOUNCES NEW DIGITAL STUDIOS

Digital Studios to Extend THQ's Core Game Brand Experience Online, Launch Digital-Only IP's and Connect Gamers Across THQ's Core Games Portfolio

AGOURA HILLS, Calif.—February 3, 2010—Reflecting its increasing emphasis on digital distribution to build brands and drive growth, THQ Inc. (NASDAQ: THQI) today announced that it has refocused its Juice Games and Rainbow Studios™ development studios on the creation of games for digital distribution and has renamed them *THQ Digital Studios*™ Warrington and *THQ Digital Studios* Phoenix, respectively.

The key objectives for THQ's digital studios will be the development of digitally distributed games based on THQ's core game brands and new original intellectual properties, and the implementation of a portfolio-wide community platform to connect consumers to all of THQ's core games using proprietary technology developed by *THQ Digital Studios* Warrington.

"Consumers are increasingly looking for deeper engagement with their favorite entertainment experiences. They also want to enjoy games and entertainment via convenient social and portable platforms that suit their lifestyle," said Danny Bilson, Executive Vice President, THQ Core Games. "We plan to address these needs through a rich offering of content distributed across digital platforms, based both on all of our major core brands as well as new intellectual properties."

THQ anticipates the first games from *THQ Digital Studios* Warrington and Phoenix to be released in fiscal 2011. The games are in development for all major digital platforms, including Xbox LIVE® Arcade, PlayStation® Network, iPhone and iPad.

THQ plans to continue to publish MX vs. ATV™ games under the Rainbow Studios brand.

As a result of the realignment, the company expects to reduce headcount in these studios by a total of approximately 60 people.

About THQ

THQ Inc. (NASDAQ: THQI) is a leading worldwide developer and publisher of interactive entertainment software. The company develops its products for all popular game systems, personal computers and wireless devices. Headquartered in Los Angeles County, California, THQ sells product through its global network of offices located throughout North America, Europe and Asia Pacific. More information about THQ and its products may be found at www.thq.com and www.thqwireless.com. THQ, THQ Digital Studios, MX vs. ATV, Rainbow Studios and their respective logos are trademarks and/or registered trademarks of THQ Inc.

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The statements contained in this press release that are not historical facts may be "forward-looking statements" within the meaning of the Private Securities Litigation Reform Act of 1995. These forward-looking statements are based on current expectations, estimates and projections about the business of THQ Inc. and its subsidiaries (collectively referred to as "THQ"), including, but not limited to, expectations related to THQ's new digital studios and games, and are based upon management's current beliefs and certain assumptions made by management. Such forward-looking statements are subject to risks and uncertainties that could cause actual results to differ materially from those expressed or implied by such forward-looking statements, including, but not limited to, business, competitive, economic, legal, political and technological factors affecting our industry, operations, markets, products or pricing. Readers should carefully review the risk factors and the information that could materially affect THQ's financial results, described in other documents that THQ files from time to time with the Securities and Exchange Commission, including its Quarterly Reports on Form 10-Q and Annual Report on Form 10-K for the fiscal period ended March 31, 2009, and particularly the discussion of risk factors set forth therein. Unless otherwise required by law, THQ disclaims any obligation to update its view on any such risks or uncertainties or to revise or publicly release the results of any revision to these forward-looking statements. Readers are cautioned not to place undue reliance on these forward-looking statements, which speak only as of the date of this press release.

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