



## Activision's True Crime™: Streets of L.A.™ Set to Release on November 4

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Santa Monica, CA – October 17, 2003 – Now gamers can save the City of Angels and take out the bad guys Hong Kong action flick style with Activision, Inc.'s (Nasdaq: ATVI) upcoming release of **True Crime™: Streets of L.A.™** which begins shipping to retail outlets worldwide on November 4, 2003.

**True Crime: Streets of L.A.** features an all-star voice cast of top Hollywood talent including Christopher Walken, Gary Oldman, Michael Madsen, Russell Wong, Michelle Rodriguez, Ron Perlman, CCH Pounder, James Hong, Mako and Keone Young. The game will be supported by a soundtrack that will debut more than 50 original music tracks performed by such renowned West Coast rap artists as Snoop Dogg, Westside Connection (Ice Cube, Mac 10 and WC), Warren G, KAM, Jayo Felony, Boo Yaa Tribe, Easy-E Jr., among others.

"With **True Crime: Streets of L.A.**, Luxoflux has done a great job of merging three distinct game genres -- action, shooting and driving -- with an innovative branching storyline into one action-packed crime drama," said Larry Goldberg, executive vice president, Activision Worldwide Studios. "Gamers will experience an L.A. where high-octane car chases, hand-to-hand combat and explosive shootouts are all in a day's work."

**True Crime: Streets of L.A.** thrusts players into the role of rogue Elite Operations Division operative Nick Kang, a no-holds-barred badass, whose brutal reputation and lethal skills have landed him the nasty task of taking down the Chinese Triad and Russian Mafia cartel that have turned Los Angeles into a war zone. Gamers take part in explosive gun battles with double fistfired firepower, devastating martial arts brawls, and high-speed shootouts across 240 square miles of accurately recreated L.A. The game's unique branching missions include locating hostile witnesses, infiltrating criminal-infested locations, taking out evasive informants and busting the heavily armed and deadly bad guys.

**True Crime: Streets of L.A.** is being developed by Luxoflux for the PlayStation®2 computer entertainment system, Xbox® video game system from Microsoft and Nintendo GameCube™. The game has been rated™ ("Mature" – Blood and Gore, Mature Sexual Themes, Strong Language and Violence) by the ESRB.

#### **About Activision, Inc.**

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 \$864 million for the fiscal year ended March 31, 2003.

Activision maintains operations in the U.S., Canada, the United Kingdom, France, Germany, 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 [www.activision.com](http://www.activision.com).

The statements contained in this release that are not historical facts are "forward-looking statements." 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. These important factors, and other factors that could affect Activision, are described in Activision's Annual Report on Form 10-K for the fiscal year ended March 31, 2003, which was filed with the United States Securities and Exchange Commission. Readers of this press release are referred to such filings.