



THE HISTORY CHANNEL(R) Civil War from Activision Publishing Ships to Retail Stores Nationwide

MINNEAPOLIS, Nov 10, 2006 (BUSINESS WIRE) -- Get ready to experience the intensity and chaos of the war that divided a nation in THE HISTORY CHANNEL(R) Civil War from Activision Publishing, Inc., a wholly owned subsidiary of Activision, Inc. (Nasdaq:ATVI). Gamers can relive history through the eyes of a Confederate or Union soldier and experience such famous battles as Gettysburg, Bull Run and Antietam. THE HISTORY CHANNEL Civil War has been rated "T" (Teen) by the ESRB and is currently available for the Xbox(R) 360 video game and entertainment system from Microsoft for \$49.99, the PlayStation(R)2 computer entertainment system for a suggested retail price of \$39.99 and the PC for \$29.99.

"THE HISTORY CHANNEL Civil War gives gamers the chance to experience the defining moment in our nation's history," said David Oxford, Activision Publishing, Inc. "We utilized reference materials from THE HISTORY CHANNEL like topographical maps and photographs, and did extensive research on combat methods, weaponry and more to ensure that players would have a unique and authentic Civil War experience."

"THE HISTORY CHANNEL is always looking for ways to make history experiential for our viewers, and gaming is a fantastic way to do that," said Carrie Trimmer, Director of Licensing, A&E Television Networks. "Activision has taken great care in recreating the wartime conditions that both Confederate and Union soldiers faced, and I think the game will deliver the type of authentic experience viewers expect from THE HISTORY CHANNEL brand."

THE HISTORY CHANNEL Civil War casts players in the role of a Confederate or Union soldier battling through 12 of the most famous battles in U.S. history. Each mission is introduced with a documentary video describing the historic moments in a battle, movements of armies, local fights, historical photos and battle statistics. Gamers will experience the intense conflicts of the Civil War in famous locations like Little Round Top and Lookout Mountain to the diverse landscapes of train yards, saw mills and military forts while using bayonets, sabers, the butt of a gun and even their fists to take down the enemy. A wide arsenal of rifles, multiple types of grenades, exploding artillery, revolvers, muskets and more are at the soldier's disposal to set charges, place explosives, sabotage enemy lines, destroy buildings and more to complete mission objectives.

About The History Channel

THE HISTORY CHANNEL is one of the leading cable television networks featuring compelling original, non-fiction specials and series that bring history to life in a powerful and entertaining manner across multiple platforms. The network provides an inviting place where people experience history in new and exciting ways enabling them to connect their lives today to the great lives and events of the past that provide a blueprint for the future. THE HISTORY CHANNEL has earned three Peabody Awards, three Primetime Emmy(R) Awards, ten News & Documentary Emmy(R) Awards and received the prestigious Governor's Award from the Academy of Television Arts & Sciences for the network's Save Our History(R) campaign dedicated to historic preservation and history education. THE HISTORY CHANNEL reaches more than 90 million Nielsen subscribers. The website is located at www.History.com.

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 \$1.47 billion for the fiscal year ended March 31, 2006.

Activision maintains operations in the U.S., Canada, the United Kingdom, France, Germany, Italy, Japan, Australia, Sweden, Spain, the Netherlands and South Korea. 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.

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, litigation and an informal SEC inquiry, 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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