



Activision Unveils World Series of Poker(R) Video Game at 2005 World Series of Poker(R) Lifestyle Show; Game to Feature Realistic Experience of the World Series of Poker Tournament

LAS VEGAS, Jul 07, 2005 (BUSINESS WIRE) -- Activision, Inc. (Nasdaq:ATVI) will unveil a sneak preview of the highly anticipated World Series of Poker video game based on the widely popular World Series of Poker (WSOP) Tournament at this year's Lifestyle Show in Las Vegas on July 6 - 10.

Activision will develop and publish the World Series of Poker video game for PlayStation(R)2 computer entertainment system, PSP(TM) (PlayStation(R)Portable) system, Xbox(R), Nintendo GameCube(TM) and PC featuring the likenesses of poker professionals participating in the 2005 WSOP Tournament. The game will offer players a truly unique experience unlike any other poker video game on the market today. The video game is expected to be available at retail stores nationwide later this summer.

"The World Series of Poker is the world's premier poker event, drawing thousands of entrants and millions of viewers worldwide," said David Oxford of Activision, Inc. "So it's a perfect fit to preview this exciting video game to participants of the WSOP Tournament where it will deliver to consumers the same excitement and authenticity of pulling up a chair at the WSOP table and competing against players of this year's WSOP Tournament."

For the first time ever, the 2005 WSOP Tournament will be held at Harrah's Rio Suites in Las Vegas, the same location simulated in the video game and the location of this year's Lifestyle Show. ESPN has aired the WSOP seven times since introducing the sport to the network in 1994, and garnered a 1.2 overall rating with an average of more than one million viewing households during their 2004 presentation of poker's premier event. The "World Series of Poker" video game will be featured in television spots on ESPN during the tournament.

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 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.

SOURCE: Activision, Inc.

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