



Activision Rings in the Holiday Season With a Powerhouse Line-Up to Overjoy Gamers of All Ages

SANTA MONICA, Calif., Nov 17, 2005 /PRNewswire-FirstCall via COMTEX News Network/ -- Activision, Inc. (Nasdaq: ATVI) is spreading some pre-season cheer with the announcement of its blockbuster holiday game line-up. The slate features titles based on some of the entertainment industry's most recognizable brands including Marvel's Spider-Man, Fantastic 4 and X-Men(TM), as well as DreamWorks Animation's Shrek(R) and Madagascar(TM), and popular interactive entertainment properties including Tony Hawk's American Wasteland, Tony Hawk's American SK8Land(TM), Call of Duty(R) 2, Call of Duty(R) 2: Big Red One, GUN(TM), True Crime(R): New York City, id Software's QUAKE 4(TM) and DOOM 3(R): Resurrection of Evil(TM), and an all-new title from Peter Molyneux's Lionhead Studios, The Movies(TM).

Titles Based on Popular Entertainment Brands

Fantastic 4 -- The only game based on Twentieth Century Fox's feature film, Fantastic 4 is a team-based action-adventure in which players harness the Marvel Super Heroes' unique and amazing powers through a compelling single-player mode or two-player co-operative gameplay experience. Fantastic 4 for the PlayStation(R)2 computer entertainment system, Xbox(R) video game and entertainment system from Microsoft, Nintendo GameCube(TM) and Windows(R) PC have been rated "T" ("Teen" - Mild Language and Violence) and the Game Boy(R) Advance title has been rated E10+ ("Everyone 10 and older" - Animated Violence) by the ESRB.

Madagascar(TM) -- Based on the hit animated feature film from DreamWorks Animation, Madagascar is the only game that lets players enter the world of four hilarious Central Park Zoo animals -- a personality-packed crew made up of a lion, zebra, giraffe and hippo. Madagascar for the PlayStation 2, Xbox, Nintendo GameCube and Windows PC have been rated E10+ ("Everyone 10 and older" - Cartoon Violence and Crude Humor - content suitable for persons ages 10 and older) and the Game Boy Advance and Nintendo DS(TM) games have been rated "E" ("Everyone" - Mild Cartoon Violence - content suitable for persons ages 6 and older) by the ESRB.

Madagascar: Operation Penguin(TM) -- In Madagascar: Operation Penguin, fans play as the crafty penguins, the breakout stars of the DreamWorks Animation film "Madagascar." Taking on the role of "Private," gamers embark on a single-player, 2D side-scrolling, action-packed journey leading a daredevil zoo escape to Antarctica and the wild island of Madagascar. Madagascar: Operation Penguin for the Game Boy Advance has been rated "E" ("Everyone" - Cartoon Violence) by the ESRB.

Shrek(R) SuperSlam -- Ogre-sized brawling action collides with the hilarious Shrek(R) universe in Shrek SuperSlam, the ultimate four-player melee game. Set in fully destructible 3D environments that parody legendary fairytales and pop culture, gamers choose to play as 20 characters from the Shrek universe and well-known fables. Shrek SuperSlam for the PlayStation 2, Xbox, Nintendo GameCube, Game Boy Advance and Nintendo DS have been rated "E10+" ("Everyone 10 and older" - Cartoon Violence and Crude Humor) by the ESRB. Handheld platform gameplay differs from console systems gameplay.

Ultimate Spider-Man -- Take on the role of the world's most famous Super Hero, Marvel's Spider-Man, and one of his most menacing nemeses, Venom, in an original storyline written and illustrated by the creative team behind the best-selling "Ultimate Spider-Man" comic book series. Ultimate Spider-Man for PlayStation 2, Xbox, Nintendo GameCube and Windows PC have been rated "T" ("Teen" - with language and violence) by the ESRB. Ultimate Spider-Man for the Game Boy Advance and Nintendo DS have been rated "E10+" ("Everyone 10 and older" - Cartoon Violence). Handheld platform gameplay differs from PC and console systems gameplay.

X-Men Legends II: Rise of Apocalypse - The sequel to the best-selling X- Men title ever, X-Men Legends, X-Men Legends II: Rise of Apocalypse is an all new action-RPG that lets players create, customize and control teams of four mutants from 16 all-time favorite X-Men and classic Brotherhood villains from the Marvel Universe. The saga unfolds through challenging single player missions and groundbreaking new online modes that offer head-to-head action, fierce battles against enemies, exclusive content and much more. X-Men Legends II: Rise of Apocalypse for the PlayStation 2, Xbox, Nintendo GameCube, PSP(TM) (PlayStation(R)Portable) system, Windows PC have been rated "T" ("Teen" - Mild Language and Violence) by the ESRB. Handheld platform gameplay differs from PC and console systems gameplay.

Titles Based On Interactive Entertainment Properties:

Call of Duty(R) 2 -- The sequel to the 2003 "Game of the Year," Call of Duty 2 delivers an unparalleled portrayal of the chaos and intensity of World War II with life-like authenticity, amazing special effects, advanced A.I. technology, the most realistic

squad combat and explosive action. Call of Duty 2 for the Windows PC and Xbox 360(TM) video game and entertainment system from Microsoft have been rated "T" ("Teen" - Blood, Mild Language, Violence) by the ESRB.

Call of Duty(R) 2: Big Red One -- Building on the Call of Duty brand's signature epic, cinematic intensity of war, Call of Duty 2: Big Red One unites players in the chaos of battle fighting as part of a squad in the legendary and decorated "Big Red One," the American 1st Infantry Division. Call of Duty 2: Big Red One for the PlayStation 2 computer entertainment system, the Xbox video game and entertainment system from Microsoft and Nintendo GameCube have been rated "T" ("Teen" - Blood, Mild Language, Violence) by the ESRB.

DOOM 3(R): Resurrection of Evil(TM) -- This stand-alone extension of id Software's epic and blockbuster DOOM 3(R) saga picks up two years after the hellish DOOM 3 invasion, once again thrusting players to the remote UAC research facility on Mars for an encore battle to save humanity. The title features a new storyline encompassing never before seen locations, tougher demons, powerful weapons like the classic double-barrel Shotgun, the physics defying Grabber, and the Artifact, which possesses the power to control time. Developed by Nerve Software in co-operation with id Software, DOOM 3: Resurrection of Evil for the Xbox video game system from Microsoft also includes bonus content complete with id classics, DOOM II(R) and Master Levels for DOOM II, and is rated "M" - ("Mature" - Blood and Gore, Intense Violence) by the ESRB.

GUN(TM) -- Players take the role of Colton White, a vengeful gunslinger who straddles the line between good and evil as he makes his way through an epic storyline set in the untamed West of the late-1800s where greed, lust and brutality are a way of life. They will showdown against corrupt lawmen, a murderous preacher, renegade army psychopaths and others while waging war on horseback, collecting bounties, and commandeering trains. GUN for the PlayStation 2, Xbox, Xbox 360, Nintendo GameCube and Windows PC is rated "M" ("Mature" - Blood and Gore, Intense Violence, Sexual Themes, Strong Language, Use of Alcohol) by the ESRB.

QUAKE 4(TM) -- Earth is under siege by the Strogg, a barbaric alien race moving through the universe consuming, recycling and annihilating any civilization in their path. In a desperate attempt to survive, an armada of Earth's finest warriors is sent to take the battle to the Strogg home planet. You are Matthew Kane, an elite member of Rhino Squad and Earth's valiant invasion force. Fight alone, with your squad, and in hover tanks and mechanized walkers as you engage in a heroic mission into the heart of the Strogg war machine. Developed by Raven Software and executive produced by id Software, QUAKE 4 for Windows PC and Xbox 360 video game and entertainment system from Microsoft have been rated "M" - ("Mature" - Blood and Gore, Intense Violence, Strong Language) by the ESRB.

The Movies(TM) -- Developed by Lionhead Studios' Peter Molyneux, a pioneer in the "life simulation" genre, The Movies lets gamers become Hollywood players, by creating unique movies and releasing them from the studios they build, starring the actors they discover and develop. Players select scripts, dress sets, choose costumes, determine the intensity of the action, dub voice-overs, score music, and write their own subtitles to create movie masterpieces that they can share online with friends. The Movies for Windows PC has been rated "T" ("Teen" - Blood and Gore, Crude Humor, Mild Language, Sexual Themes, Use of Alcohol, Tobacco, Violence) by the ESRB.

Tony Hawk's American Wasteland -- For the first time ever, Tony Hawk's American Wasteland gives players the freedom to experience continuous skating and BMX biking action without leaving the game or waiting for load times as they explore and choose missions in a massive, living Los Angeles skate world. Tony Hawk's American Wasteland for the PlayStation 2, Xbox, Xbox 360, Nintendo GameCube have been rated "T" ("Teen" - Blood, Crude Humor, Language, Suggestive Themes, Violence) by the ESRB.

Tony Hawk's American SK8Land(TM) -- Designed to take full advantage of the Nintendo DS hardware, Tony Hawk's American SK8Land is the first third-party title to utilize the Nintendo Wi-Fi Connection allowing fans to create a worldwide handheld Tony Hawk community where they can skate head-to-head against other DS players online. The game features a unique cell-shaded art style and challenges players to prove themselves to Tony Hawk and other legendary pros as they undertake hundreds of skating goals set in seven popular areas of Los Angeles and restore the ultimate skatepark to its former glory. Tony Hawk's American SK8Land for the Nintendo DS is rated "E" ("Everyone" - Mild Lyrics) by the ESRB. Tony Hawk's American SK8Land for Nintendo Game Boy Advance is rated "E" ("Everyone") by the ESRB.

True Crime(R): New York City -- Players wield the ultimate power as street thug turned cop Marcus Reed in True Crime: New York City, the first in a two-part series of True Crime games set in New York. Gamers assume the role of Marcus as they hunt down the murderer of his mentor while also cleaning up Manhattan neighborhoods from Harlem to Chinatown. Undercover investigations weave players through a murderous web of gangs and deceit as they battle crooks, Marcus' past and everything else the city throws at them. True Crime: New York City for the PlayStation 2, Xbox and Nintendo GameCube have been rated "M" ("Mature" - Blood and Gore, Intense Violence, Strong Language, Strong Sexual Content, Use of Drugs) by the ESRB.

About id Software

id -- Freud's primal part of the human psyche and one of the hottest game shops on Earth -- has been rocking the gaming world from Mesquite, Texas since 1991. As a renowned leader in the industry, id Software forged such frenetic titles as

Wolfenstein 3D(R), DOOM(R), DOOM II(R), QUAKE(R) and QUAKE II(R). With intense graphics and mind-blowing action, id's games have helped redefine the modern video game, continually setting industry standards for technology and gameplay. And, in keeping with tradition, id Software has amplified the world of adrenaline pumping 3-D gaming with the release of their latest action titles, QUAKE III Arena(R), QUAKE III: Team Arena(R), and Return to Castle Wolfenstein(R). id Software's advanced DOOM 3(TM) engine is leading the next revolution in 3-D interactive games. Check out more about id Software at www.idsoftware.com.

About Marvel Enterprises, Inc.

With a library of over 5,000 characters, Marvel Entertainment, Inc. -- formerly known as Marvel Enterprises, Inc. -- is one of the world's most prominent character-based entertainment companies. Marvel's operations are focused on utilizing its character franchises in licensing, entertainment, publishing and toys. Areas of emphasis include feature films, DVD/home video, consumer products, video games, action figures and role-playing toys, television and promotions. Rooted in the creative success of over sixty years of comic book publishing, Marvel's strategy is to leverage its character franchises in a growing array of opportunities around the world.

About Xbox 360

Xbox 360 is the next-generation video game and entertainment system that places gamers at the center of the experience. Available this holiday season in Europe, Japan and North America, Xbox 360 will ignite a new era of digital entertainment that is always connected, always personalized and always in high definition.

About Xbox

Xbox (<http://www.Xbox.com>) is the video game and entertainment system from Microsoft that brings people together for the most exhilarating game and entertainment experiences. Xbox delivers an expansive collection of breakthrough games, powerful hardware and the unified Xbox Live online game service. The tagline, "it's good to play together," captures the spirit of Xbox as the social hub of the new digital entertainment lifestyle. Xbox is now available in North America, Asia, Europe and Australia.

About Xbox Live

Launched in November 2002 and now with presence in 24 countries worldwide, Xbox Live has set the bar for online games entertainment. As the first global, unified online console games service, Xbox Live continues to take online gameplay to unprecedented heights. With a rapidly growing community of more than 1.8 million subscribers, Xbox Live offers best-in-class games, intelligent matchmaking, tournaments, unique programming and integration with Xbox.com -- there is simply nothing else like it. The service continues to provide more and more ways for members to meet, interact and stay engaged with each other.

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 \$1.4 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.

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SOURCE Activision, Inc.

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