



Activision Deals Gamers a New Hand with World Series of Poker(R): Tournament of Champions

MINNEAPOLIS, Sep 19, 2006 (BUSINESS WIRE) -- High stakes poker is reaching new heights with the release of World Series of Poker(R): Tournament of Champions, the follow-up to 2005's top-selling poker video game from Activision, Inc. (Nasdaq:ATVI). Building on the success of its predecessor, the all-new poker game features more than 20 top pros, gives players access to extensive poker tools that will help them improve their game, and includes DigiMask(TM) Technology that actually maps a player's face into the game.

"World Series of Poker: Tournament of Champions immerses players in the real world lifestyle of a poker pro from rubbing shoulders with celebrities to competing in the world's most prestigious events -- including the Tournament of Champions," said Dave Oxford, Activision Publishing, Inc. "Players will use a combination of skill and strategy to propel their career to the top of the leader boards."

"Just like our tournament continues to get bigger and better, Activision has radically raised the bar with this game," said Ty Stewart, Director of Sports and Entertainment Marketing for Harrah's Entertainment. "Poker has been in video format for some time, but never has there been a sensory experience like this that replicates what it is like to walk in the shoes of a professional poker player."

World Series of Poker: Tournament of Champions features an immersive storyline that casts players as a newly turned poker pro building his career under the tutelage of Chris "Jesus" Ferguson, one of the world's foremost poker pros and winner of five World Series of Poker championship bracelets. Gamers advance their career by competing against top pros and celebrities like Joseph Hachem, Phil "Unabomber" Laak and Jennifer Tilly in premier Circuit Events with the goal of qualifying for the Tournament of Champions, a winner-take-all, invitation-only event held at the Rio All-Suite Hotel and Casino in Las Vegas. World Series of Poker: Tournament of Champions also features commentary from Norman Chad and Lon McEachern, the popular commentators of the World Series of Poker broadcast on television.

The Xbox360(TM) version of the game features DigiMask facial mapping technology, which allows players to map their face directly onto their in-game character. In addition, expanded LIVE! and online capabilities offer multi-table tournaments for the hottest poker action and the ability to actually read opponent's tells with Vision and EyeToy(TM) camera peripherals.

World Series of Poker: Tournament of Champions is available for the PlayStation(R)2 computer entertainment system, the Xbox360 video game system from Microsoft, the PSP(TM) (PlayStation(R) Portable) system and the PC. The game has been rated "T" ("Teen") by the ESRB and is available for a suggested retail price of \$39.99 for Xbox 360, \$29.99 for Playstation2 and PSP, and \$19.99 for PC.

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, Scandinavia, 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, 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

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