



Activision Gains Record PC Market Share in U.S. for Calendar 2004 According to NPD Techworld

Only Publisher to Have Three Top-Ten Titles for the Calendar Year

SANTA MONICA, Calif., Jan 24, 2005 /PRNewswire-FirstCall via COMTEX/ -- Activision, Inc. (Nasdaq: ATVI) announced today that according to NPD Techworld the company was the fastest growing top-10 publisher in U.S. ending calendar 2004 with a 10% PC market share, the highest in its history. Additionally, Activision was the only publisher to have three top-ten titles for the calendar year -- id Software's DOOM 3(TM), which ranked as the #2 best-selling game, Call of Duty(TM), which was the #4 best-selling title and Rome: Total War(TM), which was the #10 best-selling game.

"We are very pleased with our year-over-year sales performance," stated Ron Doornink, CEO, Activision Publishing, Inc. "The PC games that we have released over the past year represent some of our strongest titles ever. Our commitment to quality is underscored by the continued strong sales of Call of Duty, which launched in 2003 and has remained a top-10 PC game for the second consecutive year."

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 \$948 million for the fiscal year ended March 31, 2004.

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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