



Activision Drives American Chopper 2 Full Throttle to Retail Stores

MINNEAPOLIS, Nov 16, 2005 (BUSINESS WIRE) -- Prepare to engage in the ultimate chopper challenge in Activision, Inc.'s (Nasdaq:ATVI) American Chopper 2 Full Throttle, the sequel to the American Chopper video game based on Discovery Channel's hit TV series. Gamers take on the role of Paul Sr., Paulie, Mikey or Vinnie and are challenged to build four choppers for an upcoming motorcycle competition. All the while, gamers must compete in family battles, races and other biker challenges in order to earn bike parts and the respect of Paul Sr. Players test their custom creations at the final showdown.

American Chopper 2 Full Throttle is now available for the PlayStation(R)2 computer entertainment system and the Xbox(R) video game system from Microsoft for a suggested retail price of \$29.99. The Nintendo GameCube(TM) title will ship on November 22 and also carry a suggested retail price of \$29.99. American Chopper 2 Full Throttle is rated "T" for Teen by the ESRB.

"Everything fans love about the original game is bigger, badder and better in American Chopper 2 Full Throttle," said Dave Oxford, Activision, Inc. "Players participate in a high octane adventure to build the ultimate custom chopper while managing all the conflicts, pressure and drama that their favorite TV show characters experience."

With three times the number of parts than in the first game, American Chopper 2 Full Throttle allows the player maximum customization. By competing in family battles, races and other biker challenges, gamers earn better parts and respect from Paul Sr. to help them build the ultimate custom motorcycle. All-new gameplay enhancements, such as lifelike physics and handling, more chopper stunts, spectacular bike crashes with various outcomes, as well as themed challenges and gameplay elements like races, stunts and police chases test players' chopper skills.

About Discovery Commerce

Discovery Commerce is the retail and licensing arm of the leading global real-world media and entertainment company, Discovery Communications, Inc. Discovery Commerce illuminates the world of Discovery for a global audience through extensive retail operations, licensing relationships and an array of entertaining and informative consumer products and services. Discovery Commerce operates multiple retail channels including a nationwide chain of Discovery Channel Stores, a seasonal Discovery Channel Store catalog, robust online shopping (discoverystore.com) and direct-to-consumer businesses, and strategic third-party retail and merchandising partnerships. Discovery Global Licensing translates network brands into a wide variety of innovative product lines that are sold through well-known third-party retailers in both domestic and international markets. These offerings reflect Discovery's core programming genres of science and technology, health, nature, history, travel and exploration. Known for its commitment to lifelong discovery, Discovery-branded consumer products are available in 97 countries and 28 languages.

About Activision, Inc.

Headquartered in Santa Monica, Calif., 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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