



Disney's Extreme Skate Adventure From Activision® Grinds Onto North American Retail Shelves

Santa Monica, CA - September 3, 2003 - Activision, Inc. (Nasdaq: ATVI) and Disney Interactive, a publishing label of Buena Vista Games, Inc., announced today that **Disney's Extreme Skate Adventure** video game is available at retail stores nationwide. The game gives skateboarding a magical new twist. For the first time ever, kids can skate as their favorite characters from the imaginative worlds of Walt Disney Pictures' presentation of a Pixar Animation Studios' film "Toy Story 2," Disney's "Tarzan®" and "The Lion King." Powered by the Tony Hawk's Pro Skater® 4 engine technology, the game includes a Create-A-Skater option where players can customize a youthful skater's "look" by selecting clothing and accessories. **Disney's Extreme Skate Adventure** is rated "E" ("Everyone" - content suitable for persons ages 6 and older) by the ESRB and is available now for a suggested price of \$39.99 on the PlayStation®2 computer entertainment system, the Xbox® video game system from Microsoft and Nintendo GameCube™ and for \$29.99 on the Game Boy Advance.

"**Disney's Extreme Skate Adventure** is the first game to allow gamers to skate through multiple movie locations while perfecting their skateboarding skills along the way," said Larry Goldberg, executive vice president, Activision Worldwide Studios. "Players can skate as either Disney/Pixar's Buzz Lightyear or Woody, or as Disney's Simba or Tarzan, while listening to a great song line-up designed to appeal to all ages."

"**Disney's Extreme Skate Adventure** is a perfect example of combining beloved characters with sophisticated game play to create a great video game," said Graham Hopper, senior vice president and general manager, Buena Vista Games, Inc. "The game combines the power of the Tony Hawk's Pro Skater® 4 engine technology with the environments and characters from successful film properties for an experience the entire family can enjoy."

Disney's Extreme Skate Adventure marks the first time Buzz Lightyear and Woody from Walt Disney Pictures' presentation of Pixar Animation Studios' "Toy Story 2," Young Tarzan and Terk from Disney's "Tarzan" and Simba and Rafiki from "The Lion King" have been showcased in the same video game. Players skate as their favorite characters, performing moves such as ollies, rail grinds, spins and other expert balance moves. The characters from the films can skate through each of their respective worlds, such as Simba and Rafiki in Pride Rock, Young Tarzan and Terk in the "Jungle Treehouse" and Disney/Pixar's Buzz Lightyear and Woody in Pizza Planet, and interact with the other characters that live in those worlds. The game also provides an abundance of fun and offers players unique skateboards that resemble items found in their respective worlds including bamboo rafts, frying pans and other themed items. Beyond the skateboard challenge there are puzzles to solve, secret areas to explore and collectibles to find on each level of the game.

In addition to being able to perform fun and unique skating tricks as their favorite movie characters, kids can also skate in a real world inspired locale, "Olliewood," as their own customized Create-A-Skater or as a member of the "Extreme Skate Crew," a 10-member team of real kids who were chosen from nationwide casting calls to have their likeness animated in the game. Both "Extreme Skate Crew" members and Create-A-Skater characters can skate through "Olliewood" as well as be magically transported into environments from the three films, where they can solve puzzles and interact with non-playable characters like Hamm from Disney/Pixar's "Toy Story 2" and Zazu from Disney's "The Lion King."

About Disney Interactive

Disney Interactive is the award-winning publishing label of Buena Vista Games, Inc. The label produces high quality children's and family-oriented interactive video games and CD-ROMs based on Disney properties. Buena Vista Games, Inc. is the interactive entertainment arm of The Walt Disney Company's Consumer Products business unit. For more information on Disney Interactive's products, visit www.disneyinteractive.com.

About Pixar Animation Studios

Pixar Animation Studios (Nasdaq: PIXR, <http://www.pixar.com>) combines creative and technical artistry to create original stories in the medium of computer animation. Pixar has created five of the most successful and beloved animated films of all time: Academy Award-winning Toy Story (1995); A Bug's Life (1998); Golden Globe-winner Toy Story 2 (1999); Academy Award-winning Monsters, Inc. (2001); and Finding Nemo (2003). Pixar's five films have earned more than \$2.1 billion at the worldwide box office to date. The Northern California studio's next two film releases are The Incredibles (November 5, 2004) and Cars (holiday 2005). Pixar's films are released by Walt Disney Pictures.

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 \$864 million for the fiscal year ended March 31, 2003.

Activision maintains operations in the U.S., Canada, the United Kingdom, France, Germany, Japan, Australia, Scandinavia 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 contained in this release that are not historical facts are "forward-looking statements." 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. These important factors, and other factors that could affect Activision, are described in Activision's Annual Report on Form 10-K for the fiscal year ended March 31, 2003, which was filed with the United States Securities and Exchange Commission. Readers of this press release are referred to such filings.

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