



Disney's Tarzan™: Return to the Jungle for the Nintendo Game Boy Advance Swings onto Store Shelves

Santa Monica, CA - October 31, 2002 - Handheld gamers can swing into a wild new adventure with the release of Disney's Tarzan™: Return to the Jungle for the Nintendo Game Boy Advance from Activision, Inc. (Nasdaq: ATVI). The action-adventure sequel to the top-selling Nintendo Game Boy® Color game, Disney's Tarzan: Return to the Jungle once again challenges players to take on the role of Tarzan and engage in non-stop vine-swinging, swamp-swimming, tree-surfing action. The game is currently available at retail outlets nationwide for a suggested retail price of \$29.99 and is rated "E" ("Everyone" - content suitable for persons six years or older) by the ESRB.

"Disney's Tarzan: Return to the Jungle lets fans tackle all new dangerous challenges as everyone's favorite jungle hero," said Larry Goldberg, executive vice president, Activision Worldwide Studios. "As gamers learn to adapt to the ways of the jungle, they must face off against ferocious crocodiles, hang ten down mossy tree trunks and outrun a hungry T-Rex in the most adventurous Tarzan game yet."

Based on Edgar Rice Burroughs' classic tale, Disney's Tarzan: Return to the Jungle follows the evolution of a young boy through adulthood as he hones his strength and survival skills to protect his jungle home and animal friends from harm. Players will interact with Tarzan's companions, Jane, Professor Porter and others as they race and conquer multiple levels replete with preying leopards, wild boars and dangerous animal stampedes. Gamers confront their enemies with the aid of a boomerang, a spear and their famous animal call. During their adventures, players discover hidden surprises in the jungle including a lost valley of dinosaurs, evil pirate ships, treacherous caves and abandoned mines.

About Disney Interactive

Disney Interactive, Inc., a worldwide leader in the creation of innovative interactive entertainment, develops, markets and globally distributes a wide variety of interactive family-oriented entertainment, educational and sports CD-ROMs and video games. Disney Interactive is the multimedia arm of The Walt Disney Company's Consumer Products business unit. For more information on Disney Interactive's products, visit www.disneyinteractive.com.

About Activision

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 revenues of \$786 million for the fiscal year ended March 31, 2002.

Activision maintains operations in the U.S., Canada, the United Kingdom, France, Germany, Japan, Australia, 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, 2001, 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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