



Id Software Amplifies the Terror With Doom 3: Resurrection Of Evil™

Santa Monica, CA - October 25, 2004 - id Software™ and Activision, Inc. (Nasdaq: ATVI) will unleash an all-out assault on humanity with DOOM 3: Resurrection of Evil™, the official expansion pack to the fastest selling PC first-person action game ever in the U.S., according to NPD Techworld. Co-developed by Nerve Software and id Software, **DOOM 3: Resurrection of Evil** continues the terrifying and intense action of the already classic **DOOM 3**, which Maxim and Computer Gaming World awarded "five out of five stars" and the Associated Press called "one of the scariest games ever made." Through the discovery of a timeless and evil artifact you now hold the powers of Hell in your hands, and the demons have come to hunt you down and take it back. Following the events of **DOOM 3** and featuring new locations, characters and weapons, including the return of the double-barreled shotgun, **DOOM 3: Resurrection of Evil** expands the terrifying action that fans and critics have been raving about. The title will require the full retail version of **DOOM 3**, and has not yet been rated by the ESRB.

"**DOOM 3** defines first-person cinematic action, and the expansion pack continues right where we left off - with a terrifying atmosphere, a new story and one of the most classic weapons ever, the double-barreled shotgun," states Todd Hollenshead, CEO, id Software. "Now that fans have survived the horrors and edge of your seat action of the original, **DOOM 3: Resurrection of Evil** delivers players deeper into the heart of the UAC to uncover new secrets and technology used to destroy the demon force that's Hell-bent on destroying you."

Building on the most advanced game engine ever created, **DOOM 3: Resurrection of Evil** continues the frightening and gripping single player experience of the blockbuster original. The title also features even more multiplayer action with support for up to eight players in all new maps.

About id Software

id - Freud's primal part of the human psyche and one of the hottest game shops on Earth - has been rocking the gaming world from Mesquite, Texas since 1991. As a renowned leader in the industry, id Software forged such frenetic titles as Wolfenstein 3D®, DOOM®, DOOM II®, QUAKE® QUAKE II®, and QUAKE III Arena®. With intense graphics and mind-blowing action, id's games have helped redefine the modern video game, continually setting industry standards for technology and gameplay. And, in keeping with tradition, id Software has amplified the world of adrenaline pumping 3-D gaming with the release of their latest action titles, Return to Castle Wolfenstein®, and DOOM 3™. id Software's advanced DOOM 3 engine is leading the next revolution in 3-D interactive games. Check out more about id Software at www.idsoftware.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 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 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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