



## Activision And Stainless Steel Studios' Empires: Dawn Of The Modern World Conquers Store Shelves

Santa Monica, CA - October 22, 2003 - Real-time strategy meets history's most exciting eras in Activision, Inc.'s (Nasdaq: ATVI) **Empires: Dawn of the Modern World™**, the latest creation from renowned game designer Rick Goodman and Stainless Steel Studios, Inc. The game challenges players to take full control over military, economic and strategic developments in a quest to build the ultimate empire with one of seven totally unique and historically accurate civilizations. **Empires: Dawn of the Modern World** is available now at retail outlets in North America for a suggested price of \$49.99 and has been rated "T" ("Teen" - Blood, Violence - content suitable for persons ages 13 and older) by the ESRB.

"**Empires: Dawn of the Modern World** puts the world's greatest battles in gamers' hands using traditional real-time strategy mechanics and state of the art technology," said Larry Goldberg, executive vice president of Activision Worldwide Studios. "Both novice and hard core fans will have the chance to lead some of history's mightiest nations in a quest for global dominance."

A real-time strategy game of epic scope and breadth, **Empires: Dawn of the Modern World** spans five eras including the Medieval Age, the Gunpowder Age, the Imperial Age, World War I and World War II across seven civilizations from England/UK, China, Korea and The Franks/France, to Germany, Russia and the U.S. Players lead their nation in battles on land, sea and air utilizing the weapons and strategies from each timeframe, from longbows and charging knights in early incursions to deploying Tiger Tanks and stealthy submarines in the modern era.

Gamers can command some of history's greatest heroes in three story-based single-player campaigns including Richard the Lionheart in his quest to unite England during the Medieval Age; Admiral Yi as he attempts to defeat Japan during the 16th Century; and General Patton in his triumphs from North Africa to Berlin during WWII. Additionally players can battle up to seven AI or human opponents on randomly generated maps. As players progress from age to age, they can build more powerful land, sea and air units, as well as opt to further alter the course of history by researching civilization specific technologies which can produce dramatic military and economic effects.

**Empires: Dawn of the Modern World** also features two modes of play, an Action mode, which offers the ultimate in fast and furious multiplayer thrills and an Empire Builder mode, that delivers larger battles of conquest and resource management.

### **About Stainless Steel Studios, Inc.**

Stainless Steel Studios, Inc., founded by Rick Goodman in 1997 and based in Cambridge, Massachusetts previously developed the award-winning title, **Empire Earth™**, which was released in November 2001. Prior to founding SSSI, Rick was the co founder of Ensemble Studios and lead designer for Microsoft's award-winning **Age of Empires®**.

### **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](http://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.