

UNITED STATES
SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549

FORM 8-K

CURRENT REPORT PURSUANT
TO SECTION 13 OR 15(d) OF THE
SECURITIES EXCHANGE ACT OF 1934

Date of report (Date of earliest event reported) May 3, 2005

(April 29, 2005)

ACTIVISION, INC.

(Exact Name of Registrant as Specified in Charter)

Delaware

(State or Other Jurisdiction of Incorporation)

0-12699

95-4803544

(Commission File Number)

(IRS Employer
Identification No.)

3100 Ocean Park Blvd., Santa Monica, CA

90405

(Address of Principal Executive Offices)

(Zip Code)

(310) 255-2000

(Registrant's telephone number, including area code)

(Former Name or Former Address, if Changed Since Last Report)

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions (see General Instruction A.2. below):

- Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
- Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
- Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))
- Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))

Item 7.01. Regulation FD Disclosure.

On May 3, 2005, Activision, Inc. (the "Company") issued a press release announcing its acquisition of Toys For Bob, Inc. A copy of the press release is attached hereto as Exhibit 99.1.

The information in this Form 8-K and the Exhibit attached hereto shall not be deemed "filed" for purposes of Section 18 of the Securities Exchange Act of 1934, nor shall it be deemed incorporated by reference in any filing under the Securities Act of 1933, except as shall be expressly set forth by specific reference in such filing.

Item 9.01. Financial Statements and Exhibits.

(c) Exhibits.

99.1 Press Release of the Company, dated May 3, 2005.

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SIGNATURES

Pursuant to the requirements of the Securities Exchange Act of 1934, the

registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

ACTIVISION, INC.

By: /s/ Ronald Doornink

Name: Ronald Doornink
Title: President

Date: May 3, 2005

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EXHIBIT INDEX

Exhibit Number	Description
99.1	Press Release of Activision, Inc., dated May 3, 2005.

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FOR IMMEDIATE RELEASE

For Information Contact:
 Maryanne Lataif
 Vice President, Corporate Communications
 Activision, Inc.
 (310) 255-2704
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ACTIVISION ACQUIRES GAME DEVELOPER TOYS FOR BOB

Acquisition Further Strengthens Activision's Development Capabilities

Santa Monica, CA - May 3, 2005 - Further enhancing its internal development capabilities, Activision, Inc. (Nasdaq: ATVI) today announced that it has acquired game developer Toys For Bob. As a result of the acquisition, Activision now has approximately 1,000 employees in its studio operations.

Activision has worked with Toys For Bob since 2002. Most recently the companies have worked together on the upcoming children's game Madagascar, which is based on DreamWorks Animation's feature film. The game is slated to ship this month timed to the movie's release. Toys For Bob is currently in pre-production on an as-yet unannounced Activision title which is expected to be released in FY 2007.

"Toys For Bob's talented team, led by proven management, will further expand our leading development resources," said Kathy Vrabeck, president of Activision Publishing. "The studio's high quality animation and design capabilities will enable us to develop innovative new games for the console platforms."

"We couldn't be more excited about Activision's acquisition of Toys For Bob, which will allow us to focus on what we love and do best -- create great games," added Paul Reiche III, president of Toys For Bob. "We have worked exclusively with Activision for the past three years, so we know the people, the products and the company's intentions quite well, all of which are entirely compatible with our own team and vision."

Under the terms of the agreement, Toys For Bob has become a wholly owned subsidiary of Activision and the company's management team and key employees have signed long-term employment contracts with Activision. The 27 person team will continue to be based in Novato, CA.

Founded in 1989, Toys For Bob is best known for developing the popular space action adventure games Star Control and Star Control II which were published by Accolade. From 1993 to 2002, the studio worked exclusively with Crystal Dynamics.

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, 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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