



## **Activision Calls Its Way to the Top with World Series of Poker(R); The #1 Poker Event in the World is Now Anyone's Game**

MINNEAPOLIS, Sep 08, 2005 (BUSINESS WIRE) -- Experience the thrill of facing off with some of the world's best-known poker pros in competitions for multi-million dollar jackpots in the World Series of Poker(R), the official video game of the World Series of Poker (WSOP) tournament, available now from Activision, Inc. (Nasdaq:ATVI).

Set around the main table at the Rio Casino in Las Vegas, the game authentically captures all of the high-stakes action -- from the likeness and play styles of renowned pros like Chris "Jesus" Ferguson and 14 other top poker players to the accurate recreation of the WSOP poker room, down to the carpet and the wallpaper.

"World Series of Poker is the #1 brand in poker and this title is the most authentic poker game on the market today," said David Oxford, Activision, Inc. "By facing off against the game's advanced AI opponents, players will experience what it's like to pull up a chair at the WSOP tournament table a virtual unknown and leave with all the fame and fortune of today's most popular poker champions."

In World Series of Poker, players ante up to play seven variations of poker, including Texas Hold 'Em, 7 Card Stud, Omaha and Razz, where poker enthusiasts will bluff, fold and call their way to the top. The game allows players to develop their own strategies with the ability to customize everything from their poker faces, appearances and Vegas-style threads. Players can even choose their own catch phrases, also known as "table-talk," to bluff opponents. As players win pots, they can upgrade their clothing and take advantage of hotel upgrades, bringing the excitement of the Strip to the privacy of their own homes.

World Series of Poker is available for the PlayStation(R)2 computer entertainment system, Xbox(R) video game system from Microsoft and the Nintendo GameCube(TM), for the suggested retail price of \$29.99. The PSP(TM) (PlayStation(R)Portable) system version carries a suggested retail price of \$39.99 and The PC version carries a suggested retail price of \$19.99. All versions of the game will be available in September 2005 and have been rated "E10+" by the ESRB.

Headquartered in Santa Monica, Calif., Activision, Inc. is a leading worldwide developer, publisher and distributor of interactive entertainment and leisure products. Founded in 1979, Activision posted net revenues of \$1.4 billion for the fiscal year ended March 31, 2005.

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](http://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.

SOURCE: Activision, Inc.

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