



Call of Duty Tops Worldwide PC Sell-Through Charts

Santa Monica, CA – Nov. 24, 2003 – Activision, Inc. (Nasdaq: ATVI) today announced that its critically acclaimed first-person action game **Call of Duty™** is topping PC sell-through charts worldwide. In its first full week of sales in North America, **Call of Duty** debuted as the #1 selling full-price PC title for the week ending Nov. 9, according to NPD Techworld. During the same time period the game also ranked as the #1 full price title in the U.K., according to Chart-Track, and took the #1 spot in Germany, Australia and Scandinavia, according to GfK/Media Control, Inform/GfK and Manual magazine, respectively, while seizing the #2 position in France as reported by GfK.

Since its release, **Call of Duty** has received critical acclaim from worldwide press, earning more than 10 "Editors' Choice" awards from such publications as PC Gamer, Computer Gaming World, GameSpy.com, GameSpot.com and IGN.com in the U.S. alone as well as ratings at or above 90% from more than 30 outlets worldwide.

"The success of this truly exciting and gripping experience serves as a testament to the skill and capabilities of the talented team at Infinity Ward," states Kathy Vrabeck, president, Activision Publishing. "**Call of Duty** is shaping up to be one of the holiday season's hottest PC games, as well as one of the most critically acclaimed titles of the year."

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, 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 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.

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