



id Software Unleashes Doom® II for Game Boy® Advance onto Retail Shelves Nationwide

Santa Monica, CA - Nov. 8, 2002 - id Software™ and Activision, Inc. (Nasdaq: ATVI) are placing the fate of humanity in the hands of gamers everywhere with the release of DOOM® II for the Game Boy® Advance. Players fight off hordes of nightmarish enemies through labyrinthine levels and experience the gripping action and 3-D thrills of the legendary PC sequel that has continued to amaze a generation of DOOM fans. DOOM II for the Game Boy Advance is currently available at retail outlets nationwide at a suggested retail price of \$29.99 and is rated "T" (Teen -- blood, violence) by the ESRB.

Developed by Torus Games and executive produced by id Software, DOOM II returns players to the role of the lone space marine tasked with saving humanity from legions of gruesome demons. Featuring all the action, style, and attitude of the famous PC title, gamers will blast their way through more than 30 levels filled with 17 deadly demons, mongrels and havoc-wreaking hell-bent scum.

True to the classic, players can call on a lethal arsenal of nine different powerful weapons, including the legendary chainsaw, double-barrel shotgun and BFG. Gamers can battle back evil alone, or link together 2 players for intense co-operative play or link up to 4 players for classic deathmatch mode via the Game Boy Advance Game Link® cable.

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® and QUAKE II™. 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, QUAKE III Arena™, QUAKE III: Team Arena™ and Return to Castle Wolfenstein™. id's advanced DOOM III engine is leading the next revolution in 3-D interactive games. Check out more about id Software at www.idsoftware.com.

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 revenues of \$786 million for the fiscal year ended March 31, 2002.

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.

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, 2002, 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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