



True Crime™: Streets Of L.A.™ for the PC Ships to Retail

Santa Monica, CA - May 12, 2004 - Activision, Inc. (Nasdaq: ATVI) announced today **True Crime™: Streets of L.A.™** for the PC has shipped to retail stores nationwide. The PC version takes the driving, fighting and shooting action of the best-selling console game to a new level with sleek PC graphics, new weapons, unlockable characters, and an online multiplayer feature. Building on a slammin' soundtrack featuring original hip-hop music from Snoop Dogg, Westside Connection, and many others, the PC game adds an additional 32 tracks from rock artists such as Alice In Chains, Queensryche, and 2004 Grammy Award Nominees Spineshank and Stone Sour. **True Crime: Streets of L.A.** for the PC is rated "M" ("Mature" - Blood and Gore, Mature Sexual Themes, Strong Language and Violence) by the ESRB and carries a suggested retail price of \$49.99.

The single player portion of **True Crime: Streets of L.A.** for the PC thrusts players into the role of rogue Elite Operations Division operative Nick Kang, a no-holds-barred badass, whose brutal reputation and lethal skills have landed him the nasty task of taking down the Chinese Triad and Russian Mafia that have turned Los Angeles into a war zone. Featuring a powerful 3D engine, the game allows the player to engage in a single player crime drama throughout 240 square miles of Los Angeles streets or challenge opponents in online multiplayer action modes. Gamers take part in explosive gun battles with double fistfisted firepower, devastating martial arts brawls, and high-speed shootouts.

The game's unique branching missions include locating hostile witnesses, infiltrating criminal-infested locations, taking out evasive informants and busting the heavily armed and deadly bad guys. Players can visit popular L.A. landmarks, as well as earn rewards in over 30 different training locations. Unlockables includes upgraded weapons, upgraded cars, more fighting moves and special driving abilities.

Also in **True Crime: Streets of L.A.** players can unlock a special character - Snoop Dogg, the "Dogg Father" of hip-hop. When players unlock his character in "Dogg Patrol" mode, they can play as Snoop and roll through the streets in a custom convertible, complete with hydraulics, while looking for random crimes to solve and criminals to take down.

The PC game takes the driving, fighting and shooting action online with new weapons and eight unlockable characters exclusive to the PC. Up to four players can join up through either GameSpy or a Local Area Network (LAN) and play any of five different multiplayer games. Using characters from the single player portion of **True Crime**, multiplayer gameplay varies from the "Fast and Furious" style of "Street Racing" mode, to patrolling the city and bagging the most criminals in "The Beat." Other games include hand-to-hand combat in "Dojo Master," slaughtering opponents with new weapons such as a rocket launcher or crossbow in "Battle Master," and Los Angeles wouldn't be complete without a high speed car chase. In "Police Chase," gamers can play either the police or criminal in a desperate race across Los Angeles.

True Crime: Streets of L.A. PC features the all-star voice cast of top Hollywood talent from the console version including Christopher Walken, Gary Oldman, Michael Madsen, Russell Wong, Michelle Rodriguez, Ron Perlman, CCH Pounder, James Hong, Mako and Keone Young.

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 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

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