



## **JAMDAT Mobile and Activision Extend Licensing Agreement to Include 3D Version of Tony Hawk's Pro Skater for Wireless**

LOS ANGELES, Apr 05, 2005 (BUSINESS WIRE) -- Global wireless entertainment publisher JAMDAT Mobile Inc. (NASDAQ:JMDT) and interactive games publisher Activision, Inc. (NASDAQ:ATVI) announced today that JAMDAT has acquired the worldwide publishing and distribution rights, excluding Korea, to Activision's Tony Hawk's Pro Skater(R). Under the terms of the agreement, JAMDAT has the exclusive rights to publish a 3D version of the popular sports title for wireless.

"The combination of JAMDAT's wireless entertainment expertise and Activision's popular sports games has proven to be a winning formula," said Mitch Lasky, Chairman and CEO of JAMDAT Mobile Inc. "JAMDAT has built an extremely successful game franchise with the Tony Hawk series and we will now take this to the next level of mobile entertainment with Tony Hawk's Pro Skater 3D."

"We look forward to continuing our partnership with JAMDAT," said Dave Anderson, senior director of business development for Activision. "The Tony Hawk series is one of the most popular franchises in wireless gaming and we expect that JAMDAT will be equally successful with this new title."

Game availability depends on individual phone model and wireless carrier. For specific information, JAMDAT's Game Finder is available at [www.jamdat.com](http://www.jamdat.com).

### About JAMDAT Mobile

JAMDAT Mobile Inc. (NASDAQ:JMDT) is a global publisher of wireless entertainment applications, including games, ring tones, images and other content. JAMDAT's application portfolio is based on original and licensed intellectual properties and includes JAMDAT Bowling, Lemonade Tycoon(TM), Downtown Texas Hold 'Em, Bejeweled, The Lord of the Rings(R), Tony Hawk's(R) Underground and Scrabble(R). JAMDAT distributes its applications through wireless carriers, including Boost Mobile, Cingular Wireless, O2 (UK), Nextel, NTT DoCoMo, Orange, Sprint, Telefonica Moviles, T-Mobile, Verizon Wireless, Virgin Mobile, Vivo and Vodafone. For more information, please visit [www.jamdat.com](http://www.jamdat.com).

### Safe Harbor Statement - JAMDAT Mobile Inc.

This press release may include forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995, including statements related to anticipated revenues, expenses, earnings, operating cash flows, the outlook for JAMDAT's markets and the demand for its products. Factors that could cause JAMDAT's actual results to differ materially from these forward-looking statements include its ability to effectively market and sell products in diverse market segments, its reliance on a limited number of products and third-party vendors and distributors, its ability to expand studio operations, increases in fulfillment costs, disruptions to information technology systems, unpredictable events and circumstances relating to international suppliers, increased competition, government regulatory action and general economic conditions. Please refer to JAMDAT's reports and filings with the Securities and Exchange Commission for a further discussion of these risks and uncertainties. Readers are cautioned not to place undue reliance on forward-looking statements, which speak only as of the date they are made. JAMDAT undertakes no obligation to update publicly any forward-looking statements to reflect new information, events or circumstances after the date they were made or to reflect the occurrence of unanticipated events.

### About Activision, Inc.

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](http://www.activision.com).

### Safe Harbor Statement - Activision Inc.

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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