



Activision Tops October NPD Techworld Charts With Four Top 10 PC Games

Call of Duty Continues Strong Performance on PC and Consoles

SANTA MONICA, Calif., Dec. 1 /PRNewswire-FirstCall/ -- Activision, Inc. (Nasdaq: ATVI - News) announced today that four of its PC games -- Rome: Total War™, id software's DOOM 3™, Call of Duty™ and Call of Duty: United Offensive™ -- were top 10 titles in the U.S. for the month of October, according to NPD Techworld.

The company's Call of Duty franchise continued to see strong sales on the PC and is off to a strong start on the console platforms. The original PC game, which garnered more than 80 Game of the Year Awards and 50 Editors' Choice honors, has remained a top 10 title since its release one year ago on October 29, 2003. The expansion pack, Call of Duty: United Offensive, has remained a top 10 PC title since its launch this year on Sept. 15, 2004. The newest edition to the franchise, Call of Duty: Finest Hour™ for the PlayStation® 2 computer entertainment system, the Xbox® video game system from Microsoft and the Nintendo® GameCube™, has already shipped more than one million units in the U.S.

"We have had an unprecedented year with our PC game lineup and have released an equally powerful slate of console games," said Ron Doornink, CEO, Activision Publishing, Inc. "We now have seven titles that have shipped in excess of one million units including two of our most recent console games Call of Duty: Finest Hour and X-Men Legends™. We are well on our way to reaching our goal of having 10 million-unit selling titles during fiscal 2005."

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 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.