



The Vikings Conquer Northern Europe as Medieval: Total War™ Viking Invasion™ Ships

Santa Monica, CA - May 12, 2003 - Activision, Inc.'s (Nasdaq: ATVI) **Medieval: Total War™ Viking Invasion™**, the add-on pack to the multi award-winning game of 2002, **Medieval: Total War™**, has shipped to retail stores throughout North America. Developed by The Creative Assembly, **Medieval: Total War - Viking Invasion** takes gamers back to 793AD as hordes of marauding Vikings sail from Scandinavia to ravage Britain. **Medieval: Total War - Viking Invasion** is available for the PC at a suggested retail price of \$29.99 and carries a "T" (Teen - Blood, Violence - content suitable for persons ages 13 and older) rating by the ESRB.

Medieval: Total War - Viking Invasion expands the popularity of the franchise by not only offering *Braveheart*-style epic battles, but now also allowing players to torch villages with flaming arrows and defend castles using boiling oil," said Larry Goldberg, executive vice president, Activision Worldwide Studios. "Players must crush their foes on the battlefield and leave their mark in history, leading their chosen people to greatness as a new, united Kingdom of Britain."

Medieval: Total War - Viking Invasion is a great addition to the Total War series, a complete reworking of the existing award-winning game to give players quite a bit extra" said Tim Ansell, Managing Director of Creative Assembly. "We've had a lot of fun developing this, and we're sure players are going to have fun commanding armies of screaming Viking Berserkers!"

The **Viking Invasion™** expansion pack adds new levels of gameplay to the award-winning Total War formula, as well as a completely new campaign map, units, weapons and features. The game places players in control of eight new factions, including the Vikings, Saxons, Scots, Irish, Welsh and Picts as they set out to raid, pillage and conquer the British Isles just as they did over 1200 years ago.

Medieval: Total War - Viking Invasion also offers new and improved features including a pre-battle screen that gives gamers the ability to plan reinforcements and scout out enemy forces before taking to the battlefield. The addition of items such as the amazing Organ Gun - a medieval "machine gun" of sorts - adds a new level of realism to the original campaigns. Furthermore, there are new playable factions such as the Aragonese, Sicilians and Hungarians, as well as new units for many factions including elite Arabic Faris Cavalry, Russian Druzhina Cavalry and Hungary Jobbagy Infantry.

For more information on **Medieval: Total War - Viking Invasion** be sure to visit the website at www.totalwar.com. For more information on The Creative Assembly, visit the website at www.creative-assembly.com.

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 \$864 million for the fiscal year ended March 31, 2003.

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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