



Id Software's *DOOM 3*[™] Tops Worldwide Retail Charts

Santa Monica, CA - August 24, 2004 - Activision, Inc. (Nasdaq: ATVI) announced today that id Software's *DOOM 3*[™] is topping worldwide sell-through charts. The game debuted as the #1 best-selling PC game in the U.S. for the week ending August 7, according to NPD Techworld.

Additionally, *DOOM 3* was the #1 best-selling game overall in the U.K. for the weeks ending August 14 and August 21, according to the U.K. Chart Track and the #1 best-selling PC game in Australia, for the weeks ending August 8 and 15, according to GfK Inform Database. For the week ending August 15, *DOOM 3* also was the #1 best-selling PC game in France, according to GfK; the #1 game in Germany, according to Media Control; and the #1 game in Sweden, Denmark and Norway, according to Manual Sweden, Manual Denmark and Manual Norway.

"*DOOM 3* continues id Software's legacy of setting a new benchmark in PC gaming with every game it develops," said Ron Doornink, President and CEO, Activision Publishing. "The game has been critically acclaimed worldwide and we expect momentum to continue as it releases in new territories."

Built on id's revolutionary new 3D technology, *DOOM 3* is a terrifying battle with the forces of Hell. In *DOOM 3*, your recent assignment to the Union Aerospace Corporation's Mars research facility seemed simple enough, until their discoveries and experiments unlocked the gates to Hell itself. Now, in an epic clash against pure evil you must fight to understand who is with you, who is against you, and what must be done to stop this nightmare from reaching earth. For more information, visit the official website at WWW.DOOM3.COM. *DOOM 3* has been rated "M" for Mature by the ESRB.

About id Software

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

About Activision

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.

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