



Activision Debuts Dynamic Lineup At 2003 Electronic Entertainment Expo

Santa Monica, CA - May 7, 2003 -- Activision, Inc. (Nasdaq: ATVI) will debut a show-stopping slate of games at the 2003 Electronic Entertainment Expo, which takes place at the Los Angeles Convention Center from May 14 - 16. The company's blockbuster lineup includes high-profile Hollywood licenses such as **Shrek 2™: The Game** (working title), **Spider-Man® 2** (working title) and **Disney's Extreme Skate Adventure™**; id Software's gripping 3D action game **DOOM III™**; Peter Molyneux's innovative new simulation title, **The Movies™**; The Creative Assembly's **Rome: Total War™**; an all-new **Pitfall® Harry** game, based on the Activision classic; a no-holds barred driving action game **True Crime™: Streets of L.A.** and **Call of Duty™**, a first person action game that captures the gritty drama, intensity and camaraderie of World War II.

ACTIVISION BRINGS THE MOST RECOGNIZED BRANDS TO AUDIENCES OF ALL AGES

Shrek 2™: The Game (working title) Embark upon an adventure that goes beyond the movie with **Shrek 2: The Game**. Players experience key moments from the film and encounter a variety of new personalities, environments and sub-plots as they switch between Shrek®, Donkey or one of their many friends. **Shrek 2: The Game** has not yet been rated by the ESRB. (PlayStation®2 computer entertainment system, the Xbox® video game system from Microsoft and Nintendo GameCube™).

Spider-Man® 2 (working title) - Based on the highly anticipated movie sequel from Columbia Pictures and Marvel Entertainment, **Spider-Man 2** allows players to swing into action as the famous "web-slinger" and protect the city of Manhattan from Doc Ock and his evil minions. **Spider-Man 2** has not yet been rated by the ESRB. (PlayStation 2, Xbox and the Nintendo GameCube).

Disney's Extreme Skate Adventure™ Skate through the large and imaginative worlds of Walt Disney Pictures' presentation of Pixar Animation Studios' "Toy Story 2," "Disney's Tarzan®" and "Disney's The Lion King" along with the most memorable characters from each film. **Disney's Extreme Skate Adventure** has not yet been rated by the ESRB. (PlayStation 2, Xbox, Nintendo GameCube and Game Boy Advance)

Pitfall® Harry - The daring, risk-taking explorer who laughs in the face of danger is back! Featuring over 50 levels of fast-paced action and puzzle solving adventures, the game challenges players to swing, fight, climb and crawl through eight types of treacherous South American environments including lush jungles, dark tombs, ancient Aztec ruins and glacial mountains. **Pitfall Harry** is not yet rated by the ESRB. (PlayStation 2, Xbox, Nintendo GameCube and Game Boy Advance).

X-Men™: Legends The first-ever X-Men™ real time RPG allows gamers to assemble, train and lead their own X-Men fighting force in a battle against some of the deadliest foes in the Marvel Universe including the Morlocks™, the Brotherhood of Mutants™ and robotic Sentinels™. **X-Men Legends** is not yet rated by the ESRB. (PlayStation 2, Xbox and Nintendo GameCube)

ACTIVISION PARTNERS WITH INDUSTRY LEADING DEVELOPERS

DOOM III™ id Software's terrifying battle with the forces of Hell. A massive demonic invasion has overwhelmed the UAC's Mars Research Facility leaving only chaos and horror in its wake. As one of only a few survivors, players must struggle with shock, fear, and an all-out assault on their senses as they fight their way to Hell and back, in an epic clash against pure evil. **DOOM III** has not yet been rated by the ESRB. (PC)

The Movies™ Run your own Hollywood movie studio from the silent days of the 1920s, through the advent of new technologies into the present and beyond. As the head of a Hollywood dream factory, players decide which movies to make and the stars to make them. **The Movies** has not yet been rated by the ESRB. (PC)

Empires: Dawn of the Modern World™ For the first time in a historically based real-time strategy game, players can command completely unique, historically based civilizations in a bid to dominate the world **Empires: Dawn of the Modern World** has not yet been rated by the ESRB. (PC)

Rome: Total War™ Experience the power and the glory of ancient Rome in this epic game of empire building and conquest. The revolutionary next generation Total War™ engine brings the battlefields of the ancient world to life by combining epic scale with amazing levels of individual detail and motion captured animations. **Rome: Total War** has not yet been rated by the

ESRB. (PC)

ACTIVISION DELIVERS TOP-QUALITY ACTION GAMES

Call of Duty™ Experience the dramatic intensity of the frontlines through the eyes of common soldiers in this gritty and epic WWII first-person action game. As different characters from multiple sides of the Allied forces, players get a sense for the true scope of wartime action as they heed the call of duty. **Call of Duty** has not yet been rated by the ESRB. (PC)

Call of Duty™: Finest Hour **Call of Duty: Finest Hour** is a blistering and intense WWII cinematic battlefield experience. An entirely new and distinct action-packed Call of Duty game, **Finest Hour** features a unique storyline and series of squad-based missions as soldiers come together to defend and survive through the chaos of battle. **Finest Hour** has not yet been rated by the ESRB. (PlayStation 2, Xbox and Nintendo GameCube)

TRINITY® -- A first person action game, **TRINITY** transports players into a dark alternate future in the year 2013 where a deadly plague threatens to destroy the city of New Orleans. As the mysterious "Nightstalker," a bio-technically enhanced one-man vigilante force with superhuman powers, players will cut a swath of destruction through the Big Easy. **TRINITY** has not yet been rated by the ESRB. (PC, Xbox)

Vampire®: The Masquerade - Bloodlines™ Combining the best parts of role playing games and first-person action games, **Vampire: The Masquerade - Bloodlines** plunges players into the dark and gritty vampire underworld of modern day L.A. as a recently embraced fledgling vampire in the service of the city's dark Prince. **Vampire: The Masquerade - Bloodlines** has not yet been rated by the ESRB. (PC)

Soldier of Fortune® II: Double Helix - Assume the role of John Mullins, a military consultant working for the top-secret anti-terrorist group known as The Shop, as you tackle a wide-range of missions from hostage rescue and intelligence gathering, to search-and-destroy. **Soldier of Fortune II: Double Helix** has been rated "M" (Mature) by the ESRB. (Xbox)

Star Trek® Elite Force II - In this sequel to the critically acclaimed first-person action game, the Hazard Team faces its deadliest mission yet when a terrifying evil awakens and hordes of nightmarish monsters invade. **Star Trek Elite Force II** has been rated "T" (Teen) by the ESRB. (PC)

ACTIVISION REDEFINES INNOVATION THROUGH ORIGINAL BRANDS

True Crime™: Streets of L.A. Assume the role of rogue Elite Operations Division (E.O.D.) 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 cartel that has turned the City of Angels into a war zone. **True Crime: Streets of L.A.** has not yet been rated by the ESRB. (PlayStation 2, Xbox and Nintendo GameCube)

MTX: Mototrax™ featuring Travis Pastrana Experience the thrill of top speed racing and high flying freestyle action in the most authentic motocross video game to date. Choose from more than a dozen top pro riders and battle it out for first place in fast-paced, realistic racing on a variety of Supercross (indoor) and Motocross (outdoor) levels or take on challenges outside the circuit. **MTX: Mototrax featuring Travis Pastrana** has not yet been rated by the ESRB. (PlayStation 2, Xbox, Nintendo GameCube)

Wakeboarding Unleashed™ featuring Shaun Murray Hang on for your life and get ready to rip behind a high-powered speedboat as you trick through dangerous terrain. Feel the rush as you crash into houseboats and catch huge air in nine exotic levels with seven world-class wakeboarders. **Wakeboarding Unleashed featuring Shaun Murray** has not yet been rated by the ESRB. (PlayStation 2 and Xbox).

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™. 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, QUAKE III Arena™, QUAKE III: Team Arena™ and Return to Castle Wolfenstein™. id's advanced DOOM III engine is lead the next revolution in 3-D interactive games with both single and multiplayer technology. Check out more about id Software at www.idsoftware.com.

About Marvel Enterprises, Inc.

Marvel Enterprises, Inc. is a leading global character-based entertainment company that has developed and owns a library of over 4,700 characters, which have entertained generations around the world for over 60 years. Marvel's operations are

focused in entertainment and consumer product licensing and comic book publishing. Marvel's creative teams at its Marvel Studios, Marvel Comics and Toy Biz divisions support the development of feature films (and DVD/video), video games, TV series and toy lines based on its characters. Marvel also licenses its characters for use in a broad and growing range of consumer products and services including apparel, collectibles, foods and promotions. Marvel Comics is a leading global comics publisher and an invaluable source of intellectual property; Marvel Studios works with studios to develop feature film and entertainment projects; and Toy Biz is a recognized creative force and leader in toy design, sales and marketing that develops and oversees both licensee and in-house toy lines. Marvel, X-Men and related characters: TM © 2003 Marvel Characters, Inc.

About Viacom Consumer Products, Inc.

Viacom Consumer Products, Inc. merchandises properties on behalf of Paramount Pictures, Paramount Television, Viacom Productions, and Spelling Television, as well as third-party properties. Viacom Consumer Products, a unit of Viacom Entertainment Group, is a subsidiary of Viacom Inc. To learn more about Viacom Consumer Products and our properties, please visit us at www.viacomcp.com.

About Disney Interactive

Disney Interactive is the award-winning children's publishing label of Buena Vista Games, Inc. The label is committed to producing quality children's and family-oriented interactive video games and CD-ROMS. Buena Vista Games, Inc. is the interactive entertainment arm of The Walt Disney Company's Consumer Products business unit. For more information on Disney Interactive's products, visit www.disneyinteractive.com

About TDK Mediactive, Inc.

Southern California based TDK Mediactive, Inc. is a global publisher of high quality interactive entertainment software for the PlayStation®2 computer entertainment system, PS one™ game console, Xbox™ video game system from Microsoft, and the Nintendo GameCube™, Game Boy Advance and Game Boy® Color systems. The company also publishes titles for personal computers via a co-publishing agreement with Activision Value, a subsidiary of Activision, Inc. The company's games are based on licensed and original content derived from major motion pictures, video franchises, popular literature and popular culture. TDK Mediactive has exclusive technology and content licenses with Sony Computer Entertainment America Inc., Microsoft Corporation, Nintendo of America Inc., Disney Interactive, Vivendi Universal Studios, Mattel, Inc., Classic Media, BKN International, DC Comics, Hallmark Entertainment Distribution LLC, BDSP Inc., The Jim Henson Company, General Motors Corporation, Infogrames Interactive, Inc., Activision, Zuffa LLC, and others. TDK Mediactive is 73% owned by TDK USA Corp., and is part of TDK Corporation's (NYSE: TDK) global effort to expand its offerings to consumers of entertainment-oriented products. More information about TDK Mediactive and its products is available at www.tdk-mediactive.com.

About Spider-Man Merchandising L.P.

Spider-Man Merchandising L.P. is a limited partnership between Sony Pictures Consumer Products Inc. and Marvel Enterprises Inc. The partnership oversees the expansive licensing and merchandising campaign surrounding Columbia Picture's highly anticipated theatrical release, "Spider-Man". Spider-Man Merchandising L.P. explores a full range of merchandising categories for one of the world's most recognised characters.

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 revenues of \$786 million for the fiscal year ended March 31, 2002.

Activision maintains operations in the U.S., Canada, the United Kingdom, France, Germany, Japan, Australia, 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. Readers of this press release are referred to such filings.

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