



## **Empires: Dawn Of The Modern World™ Goes Gold And Gets Ready To Conquer Retail Shelves Everywhere**

Santa Monica, CA – October 7, 2003 – Prepare to command legendary civilizations and create mighty empires as Activision, Inc.'s (Nasdaq: ATVI) **Empires: Dawn of the Modern World™** has gone gold. Developed by acclaimed game designer Rick Goodman and Stainless Steel Studios, **Empires: Dawn of the Modern World** represents the only truly global RTS where players control unique civilizations across a timeline that spans from the Middle Ages to World War II. The PC game, which is scheduled for release on October 21, is rated "T" ("Teen" – blood and violence) by the ESRB and carries a suggested retail price of \$49.99. Both the single-player and multiplayer demos can be downloaded at [www.empiresrts.com](http://www.empiresrts.com).

### **About Stainless Steel Studios, Inc.**

Stainless Steel Studios, Inc., founded by Rick Goodman in 1997 and based in Cambridge, Massachusetts previously developed the award-winning title, **Empire Earth™**, which was released in November 2001. Prior to founding SSSI, Rick was the co-founder of Ensemble Studios and lead designer for Microsoft's award-winning **Age of Empires®**.

### **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](http://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, 2003, which was filed with the United States Securities and Exchange Commission. Readers of this press release are referred to such filings.