



Activision Proud to Support Tony Hawk Foundation as Title Sponsor of Stand Up For Skateparks Benefit

SANTA MONICA, Calif., Oct 21, 2005 /PRNewswire via COMTEX News Network/ -- Activision, Inc. (Nasdaq: ATVI) announced the company's continued support of Stand Up For Skateparks, the second annual event benefiting the Tony Hawk Foundation which, since its inception in 2002, has awarded over \$1 million in grants to promote and finance free public skateparks. Activision supports the Tony Hawk Foundation's efforts to create high quality, public skateparks in low income communities across the country and this year the company raised its support becoming the title sponsor of the Stand Up For Skateparks benefit.

The Stand Up For Skateparks benefit, which takes place in Beverly Hills, CA on Sunday, October 23, will be a family carnival of games and activities with celebrity guests and live and silent auctions. Last year's event raised \$500,000 for the Foundation which awards grants to communities across the U.S. who have demonstrated a strong grassroots commitment to building a public skatepark. By seeking the involvement of the youths, politicians, business leaders and civic groups in each community, the Foundation seeks to foster an environment of cooperation that demonstrates to youths the opportunities afforded by hard work and determination.

"We are proud of Activision's involvement with the Tony Hawk Foundation," said Bobby Kotick, Chairman and CEO of Activision. "Tony has used his celebrity and worldwide recognition for the great benefit of children around the world. Activision is committed to Tony's mission to bring, through skating, self-respect and self-confidence to the youths that need it most."

Tony Hawk is a world class skateboarding champion who has the best selling action sports video game franchise of all time. The newest game in the franchise, Tony Hawk's American Wasteland, was released in stores on October 18.

About Tony Hawk Foundation

The Tony Hawk Foundation seeks to foster lasting improvements in society, with an emphasis on helping children. Through grants and other charitable donations, the foundation supports programs focusing on the creation of public skateboard parks, and other causes. The foundation favors programs that clearly demonstrate that funds received will produce tangible, ongoing, positive results.

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 \$1.4 billion for the fiscal year ended March 31, 2005.

Activision maintains operations in the U.S., Canada, the United Kingdom, France, Germany, Italy, Japan, Australia, Scandinavia, Spain 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.

SOURCE Activision, Inc.

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