



Activision Set To Attend The Merrill Lynch Computer Services Conference

Santa Monica, CA - February 6, 2004 - Activision, Inc. (Nasdaq: ATVI) today announced that Robert Kotick, CEO of Activision, Inc. will be speaking at the Merrill Lynch Computer Services Conference in Santa Monica, CA on Tuesday, February 10, 2004 at 8:45 a.m. (PDT).

Mr. Kotick's remarks will be broadcast live over the Internet. To access the webcast, please log onto Activision's Web site at www.activision.com.

An international publisher, developer and distributor of interactive and leisure products, Activision's games span a wide range of genres (including action, adventure, extreme sports, strategy and simulation) and target markets (including game enthusiasts, value buyers and children). In addition to its genre and market diversity, the company publishes, develops and distributes products for a variety of game platforms including personal computers, PlayStation® 2 computer entertainment system, Xbox™ video game system from Microsoft, Nintendo GAMECUBE™, and Nintendo Game Boy Advance.

Headquartered in Santa Monica, California, Activision maintains operations in the U.S., Canada, the United Kingdom, France, Germany, Italy, Japan, Australia, Scandinavia and the Netherlands. The company's common stock trades on The Nasdaq National Market under the symbol ATVI. More information about Activision and its products can be found on the company's World Wide Web site, which is located at <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.