



Activision To Release Third Quarter FY 2004 Results On January 28, 2004

Santa Monica, CA - January 20, 2004 - Activision, Inc. (Nasdaq: ATVI) intends to release its Third Quarter FY 2004 results after the close of market on Wednesday, January 28, 2004. In conjunction with this release, Activision will host a conference call that will be broadcast live over the Internet.

**Wednesday, January 28, 2004
1:30 pm Pacific Daylight Time (4:30 pm Eastern Daylight Time)**

**In order to listen to the call live dial:
(913) 981-5522 in the U.S.**

**or log onto:
<http://www.activision.com>**

Anyone planning to dial in to the call should RSVP to Kristina Starlin at:

**Fax: (310) 255-2177
Phone: (310) 255-2295
E-mail: kstarlin@activision.com**

An "instant replay" of the call will be available for two business days following the call's conclusion. If you would like to take advantage of this special service, you can access it by calling 719/457-0820 and entering the pass-code: 719760. It usually takes two hours following the conference to set up the recording. The online replay will be available for 30 days following the call's conclusion.