



Activision's Tony Hawk's Pro Skater 4 included on PlayDate 2002

Santa Monica, CA - October 23, 2002 -- Tony Hawk's Pro Skater™ 4, the sequel to the #1 bestselling action sports video game of 2001, was among the 10 video games included in the 2002 "Best Sellers" list of toys that retailers nationwide predict to be top sellers this holiday season. The "Best Sellers" list is the result of an annual nationwide survey of toy and video game retailers conducted by PlayDate, Inc., a privately owned, independent marketing services company which tracks the toy and game software/hardware industries in the U.S. The results were announced at the PlayDate consumer show on Oct 22, 2002 at the Metropolitan Pavilion in New York.

PlayDate, Inc. was founded by Sean McGowan and Jon Salisbury. Mr. McGowan is a veteran industry analyst, having been an award-winning research analyst on Wall Street for over 15 years. Since 1986, he has analyzed the companies that make and sell toys, video games and PC games. Mr. Salisbury has published news/trade journals on the international toy industry since 1985, and has hosted numerous events similar to PlayDate in the UK since 1997. He currently publishes World Toy News Online.

Activision, Inc.'s (Nasdaq: ATVI) Tony Hawk's Pro Skater 4, which is set to hit retail shelves nationwide on Wed., Oct. 23, lets players take on the role of renowned skateboarder Tony Hawk and 13 other athletes as they skate through enormous free-roaming levels, choose from 190 progressively harder goals and build their skills to perform 14 of the greatest skateboarding stunts of all time. The game's new free-roaming career mode allows players to earn respect and the chance to take on all new pro goals by conquering a skater-specific Pro Challenge based on each skater's personal history.

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, 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.

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.

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