



## Call of Duty 2 #1 Best-Selling Title for Xbox 360

SANTA MONICA, Calif., Dec 16, 2005 /PRNewswire-FirstCall via COMTEX News Network/ -- Activision, Inc. (Nasdaq: ATVI) announced today that Infinity Ward's critically acclaimed Call of Duty(R) 2 for the Xbox 360(TM) video game and entertainment system debuted as the #1 best-selling Xbox 360 title in the U.S. by dollars and units for the month of November, giving the title a 77% attach rate to the new console, according to NPD FunWorld.

Since its release, Call of Duty 2 has received critical acclaim from worldwide press, earning five perfect review scores from such publications as Gamepro, GameSpy.com and G4TV in the U.S. alone, as well as ratings at or above 90% from more than 40 outlets worldwide.

"Call of Duty 2 harnesses the power of the Xbox 360 hardware to set a new benchmark in epic, action games and delivers a movie caliber gaming experience," said Robin Kaminsky, Head of Global Brand Management, Activision Publishing, Inc. "The title is shaping up to be one of the hottest games of the holiday season. In fact, the performance of all four of our Xbox 360 titles has resulted in significant market share for Activision on the new console."

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](http://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.

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