



## **An Arresting Line Up of Voiceover Talent Brings Activision's True Crime(R): New York City to Life**

SANTA MONICA, Calif., Sept 19, 2005 /PRNewswire-FirstCall via COMTEX/ -- Further bringing True Crime(R): New York City's authentic cop drama to life, Activision, Inc. (Nasdaq: ATVI) has signed on a cast of seasoned actors to lend their distinct voice talents to the game's main characters. The cast includes Christopher Walken as FBI field agent Gabriel Whitting; Laurence Fishburne as drug kingpin Isaiah "The King" Reed; Mariska Hargitay as New York Police Lieutenant Deena Dixon; Mickey Rourke as New York Police Detective Terrence Higgins; Esai Morales as New York Police Organized Crime Unit chief Victor Navarro; Traci Lords as madam Cassandra Hartz; and up and coming actor Avery Waddell as former gangster turned cop Marcus Reed, the game's main character and Isaiah Reed's son.

"With a voice talent roster of this caliber, we are bringing drama to videogames on an unprecedented level that is on par with movies and television shows," said Will Kasso, vice president of global brand management, Activision Publishing. "True Crime: New York City was developed with the help of two former New York cops who advised us on real-life police scenarios which were then brought to life through the rich characters portrayed by the voiceover talent."

Former policemen Bill Clark, who also served as the executive producer of "NYPD Blue," and Tom Walker, author of "Ford Apache: The Bronx," consulted on the storyline for True Crime: New York City which puts players in the role of Marcus Reed, former gang member turned cop. Through the game, players use and abuse their authority to hunt down the murderer of Marcus' mentor while also cleaning up Manhattan neighborhoods from Harlem to Chinatown. Undercover investigations weave players through a murderous web of gangs and deceit as they battle crooks, Marcus' past and everything else the city throws at them.

True Crime: New York City will be available this fall for the PlayStation(R)2 computer entertainment system, the Xbox(R) video game system from Microsoft and the Nintendo GameCube(TM) and has been rated "M" ("Mature" -- Blood and Gore, Intense Violence, Strong Language, Strong Sexual Content, Use of Drugs) by the ESRB.

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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