



Activision Ranks #1 Third-Party U.S. Console and Handheld Publisher January - June 2007, According to NPD

Company Increases U.S. Market Share to Record High of 13.7% for First Six Months of 2007

SANTA MONICA, Calif., Jul 25, 2007 (BUSINESS WIRE) --

Activision, Inc. (Nasdaq:ATVI) was the #1 third-party U.S. console and handheld publisher for the first six months of calendar 2007, according to The NPD Group. The company increased its market share over the six month period to a record 13.7%, a 5.1% increase over the same period last year.

Additionally, for the first quarter of fiscal year 2008, ended June 30, 2007, Activision was the #1 U.S. publisher on both the Xbox 360(TM) video game and entertainment system and the PlayStation(R) 2 computer entertainment system, according to The NPD Group. The company also ranked as the #1 third-party publisher on the PLAYSTATION(R) 3 computer entertainment system and the Nintendo platforms in the U.S.

"Our record performance was fueled by strong sales of our proven franchises Guitar Hero II(TM), Spider-Man 3(TM) and Shrek The Third(TM), as well as our new intellectual property TRANSFORMERS: The Game," stated Robert Kotick, Chairman and CEO, Activision, Inc. "Our balanced portfolio has enabled us to continue our leadership position across the console and handheld platforms."

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 \$1.5 billion for the fiscal year ended March 31, 2007.

Activision maintains operations in the U.S., Canada, the United Kingdom, France, Germany, Ireland, Italy, Scandinavia, Spain, the Netherlands, Australia, Japan and South Korea. 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.

Cautionary Note Regarding Forward-looking Statements: Information in this press release that involves Activision's expectations, plans, intentions or strategies regarding the future are forward-looking statements that are not facts and involve a number of risks and uncertainties. In this release they are identified by references to dates after the date of this release and words such as "will," "will be," "remains," "to be," "plans," "believes," "may," "expects," "intends," and similar expressions. These risks and uncertainties include, but are not limited to, the further implementation, acceptance and effectiveness of the remedial measures recommended or adopted by the special sub-committee of independent directors established in July 2006 to review Activision's historical stock option granting practices, the board and Activision; the outcome of the SEC's formal investigation and the derivative litigation filed in July 2006 against certain current and former directors and officers of Activision relating to Activision's stock option granting practices, and the possibility that additional claims and proceedings will be commenced, including additional stockholder litigation, employee litigation, and additional action by the SEC and/or other regulatory agencies. Other factors that could cause Activision's actual future results to differ materially from those expressed in the forward-looking statements set forth in this release include, without limitation, other litigation (unrelated to stock option granting practices), sales of Activision's titles, shifts in consumer spending trends, the seasonal and cyclical nature of the interactive game market, Activision's ability to predict consumer preferences among competing hardware platforms (including next-generation hardware), declines in software pricing, product returns and price protection, product delays, retail acceptance of Activision's products, adoption rate and availability of new hardware and related software, industry competition, rapid changes in technology and industry standards, protection of proprietary rights, maintenance of relationships with key personnel, customers, vendors and third-party developers, international economic and political conditions, integration of recently acquired subsidiaries and identification of suitable future acquisition opportunities, limitations on our ability to issue stock and options, foreign exchange rate changes, and the risks identified in Activision's most recent annual report on Form 10-K and recent reports on Form 8-K. The forward-looking statements in this release are based upon information available to Activision as of the date of this release, and Activision assumes no obligations to update any such forward-looking statement. Forward-looking statements believed to be true when made may ultimately prove to be incorrect. These statements are not guarantees of future performance and are subject to risks, uncertainties and other factors, some of which are beyond our control and may cause actual results to differ materially from our current expectations.

SOURCE: Activision, Inc.

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