



Activision Announces Xbox 360(TM) Game Lineup

Company Set to Unveil Call of Duty(R) 2 at 2005 Electronic Entertainment Expo

SANTA MONICA, Calif., May 13, 2005 /PRNewswire-FirstCall via COMTEX/ -- Activision, Inc. (Nasdaq: ATVI) announced today that the company is currently in development on three titles and working closely with id Software on a fourth game for the Xbox 360(TM) video game and entertainment system from Microsoft.

Activision's lineup includes Call of Duty(R) 2, the sequel to Infinity Ward's 2003 blockbuster hit that won more than 80 Game of the Year awards; Neversoft Entertainment's Tony Hawk's American Wasteland(TM), an all-new title in the best-selling series; and the as-yet-unannounced new Neversoft Entertainment title. Activision will unveil Call of Duty 2 for Xbox 360 at this year's Electronic Entertainment Expo (E3) being held Wednesday, May 18 - May 20 in Los Angeles, CA. For more information on Activision's Xbox 360 titles, visit the company's E3 booth #1224 in the South Hall.

"We are very excited about Xbox 360, which marks a revolutionary advancement over previous console systems," said Kathy Vrabeck, president, Activision Publishing. "The new platform will enable us to deliver the most powerful, realistic and innovative gaming experiences ever. Reflecting our commitment to next generation development on our leading franchises, all of these titles are being developed by our internal studios. One of the titles is based on a proven well-established property and two on our own original IP."

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.

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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