



AT&T Wireless to Bring Activision's Tony Hawk's Pro Skater™ 4 to Wireless Phones

JAMDAT and Activision to Co-Publish Sequel To #1 Action Sports Title of 2001 for AT&T Wireless mMode Service

REDMOND, WASH - AT&T Wireless (NYSE: AWE) today announced it will deliver Activision Inc.'s (Nasdaq: ATVI) Tony Hawk's Pro Skater™ 4, the sequel to the #1 action sports video game of 2001, to wireless phones through its existing relationship with JAMDAT Mobile Inc.

Beginning October 28, AT&T Wireless customers who purchase the new color screen Motorola T720, and sign up for the company's mMode service, will be able to subscribe to Tony Hawk's Pro Skater 4, the newest version in the best-selling video game franchise. AT&T Wireless has a limited exclusive right to Tony Hawk's Pro Skater 4, which will be available in the future on additional JAVA-enabled wireless phones.

"Gaming is one of the hottest applications for wireless phones - whether it's college students playing between classes or the traveler who wants to pass time in an airport," said John Bunyan, senior vice president for AT&T Wireless Mobile Multimedia Services. "Tony Hawk's Pro Skater video games have millions of fans and we are delighted to extend our successful JAMDAT relationship to enable our mMode subscribers to experience the thrill of this game wherever they are."

Customers can select one of three AT&T Wireless mMode service plans starting at \$2.99 a month and download the new game for one-time fee of \$5.99. The cost for downloading the game will be included on the customer's AT&T Wireless monthly bill.

For more information on games, photo messaging and other services for AT&T Wireless mMode service, please visit www.attwireless.com/mmode.

About AT&T Wireless

AT&T Wireless (NYSE: AWE) is the largest independently traded wireless carrier in the United States, following our split from AT&T on July 9, 2001. We operate one of the largest digital wireless networks in North America. With more than 19.95 million subscribers, and full-year 2001 revenues exceeding \$13.6 billion, AT&T Wireless is committed to being among the first to deliver the next generation of wireless products and services. Today, we offer customers high-quality mobile wireless communications services, voice or data, to businesses or consumers, in the U.S. and internationally. AT&T Wireless Customer Advantage is our commitment to ensure that customers have the right equipment, the right calling plan, and the right customer services options -- today and tomorrow. For more information, please visit us at www.attwireless.com.

About JAMDAT Mobile Inc.

Los Angeles-based JAMDAT Mobile Inc. is a leading provider of mobile entertainment products, services and enabling technologies to wireless carriers, independent developers and publishers around the world. Founded by interactive entertainment executives from Activision, Inc. (Nasdaq: ATVI) and backed by wireless infrastructure leaders QUALCOMM Incorporated (NASDAQ: QCOM), Sun Microsystems (NASDAQ: SUNW), and Intel (NASDAQ: INTC), JAMDAT is at the forefront of the technological and creative evolution in wireless entertainment. JAMDAT's unique combination of creative and technological expertise has positioned the company as the preferred mobile entertainment partner for wireless carriers, infrastructure companies and independent developers. www.jamdatmobile.com

About Activision

Headquartered in Santa Monica, California, Activision, Inc. (Nasdaq: ATVI) 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

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