



Activision Ships Medieval: Total War™ Battle Collection

Features Medieval: Total War™ and Medieval: Total War Viking Invasion™

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Santa Monica, CA - January 7, 2004 - Activision, Inc. (Nasdaq: ATVI) announced today the release of the **Medieval: Total War Battle Collection**, an all-new compilation of the Creative Assembly's critically acclaimed **Medieval: Total War** and the expansion pack **Medieval: Total War Viking Invasion**. The title is currently available at retail outlets nationwide for a suggested retail price of \$29.95 and is rated "T" (Teen - with Blood and Violence descriptors) by the ESRB.

Cited as the "Best Game of All Time" by PC Gamer (UK), **Medieval: Total War** allows players to take control of one of 12 European powers as they attempt to rewrite history through a mixture of epic battles, trade, diplomacy and resource management. Featuring a powerful 3D engine, the game supports real-time 3D battles of more than 10,000 troops and over 100 unique unit types, including knights, infantry and siege engines, in terrain as varied as deserts, forest, plains and mountains.

The **Medieval: Total War Viking Invasion** expansion pack adds new levels of gameplay to the award-winning Total War formula, as well as a completely new campaign map, units, weapons and features. The game places players in control of eight new factions, including the Vikings, Saxons, Scots, Irish, Welsh and Picts as they set out to raid, pillage and conquer the British Isles just as they did over 1200 years ago.

For more information about The Creative Assembly's Total War series visit: <http://www.totalwar.com>.

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 \$864 million for the fiscal year ended March 31, 2003.

Activision maintains operations in the U.S., Canada, the United Kingdom, France, Germany, Italy, 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.

The statements contained in this release that are not historical facts are "forward-looking statements." 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. These important factors, and other factors that could affect Activision, are described in Activision's Annual Report on Form 10-K for the fiscal year ended March 31, 2003, which was filed with the United States Securities and Exchange Commission. Readers of this press release are referred to such filings.