



Activision To Publish Brew® Mobile Games

Santa Monica, CA - June 8, 2004 - Activision, Inc. (Nasdaq: ATVI) today announced that it has signed an agreement to become a publisher of wireless applications developed for QUALCOMM's BREW® solution.

"Activision's decision to become a BREW publisher was predicated on a number of strategic factors, including a significant and growing revenue opportunity worldwide and the ability to deliver our wireless content at the highest level of quality," said Dave Anderson, senior director of business development for Activision, Inc. "We welcome the opportunity to work closely with QUALCOMM and the BREW system which provides us all of the necessary elements to effectively publish, develop, distribute, and collect payment for our content around the globe."

"QUALCOMM welcomes Activision to the growing list of high caliber publishers who have joined the BREW community," said Mike Yuen, director of BREW Developer Relations for QUALCOMM Internet Services. "Activision is one of the industry's premier videogame publishers with a portfolio of branded titles and franchises recognized the world over. Their decision to become a BREW publisher speaks to the distinctive value the BREW system offers companies who are looking to tap into new revenue opportunities in this rapidly growing segment."

About BREW

QUALCOMM's BREW solution provides products and services that connect the mobile marketplace value chain, which includes publishers, developers, content providers, device manufacturers, operators and consumers. Publishers and developers worldwide are generating revenue from BREW-based applications and content, and 26 manufacturers have offered more than 135 BREW-enabled device models to consumers. BREW is successfully enabling the commercial wireless data services of many successful operators, including Verizon Wireless, ALLTEL, Cellular One, MetroPCS, Midwest Wireless, NTELOS and U.S. Cellular in the United States, China Unicom, KDDI in Japan, KTF in South Korea, Hutch in Thailand, Telstra in Australia, VIVO in Brazil, BellSouth Chile, BellSouth Colombia, BellSouth Ecuador, BellSouth Guatemala, BellSouth Nicaragua, BellSouth Panama, BellSouth Perú, Telefónica Móviles in Peru, Movicom in Argentina, Telcel and Movilnet in Venezuela, Verizon Dominican Republic, Verizon Wireless Puerto Rico, Pelephone in Israel and Zapp in Romania.

About Activision

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 \$948 million for the fiscal year ended March 31, 2004.

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 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.

QUALCOMM is a registered trademark of QUALCOMM Incorporated. BREW is a trademark of QUALCOMM Incorporated.