



Activision To Broadcast E3 Presentation On The Internet

Santa Monica, CA - May 9, 2003 - Activision, Inc. (Nasdaq: ATVI) today announced that President, Ron Doornink will host a short presentation on Thursday, May 15, 2003 during the E3 convention in Los Angeles, CA.

An audio broadcast of Activision's presentation will be available online at www.activision.com beginning at 5:00 pm PDT on May 15, 2003 and will continue for 30 days.

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 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, 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, 2002, which was filed with the United States Securities and Exchange Commission. Readers of this press release are referred to such filings.

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