



Activision's True Crime™: Streets Of L.A.™ Soundtrack Adds The Ultimate Izzie Snoop Dogg

Santa Monica, CA - September 2, 2003 -- The undisputed Doggfather of hip-hop, Snoop Dogg, headlines Activision's **True Crime™: Streets of L.A.™** soundtrack with an all-new original song. Additionally, the eagerly awaited mission-based driving and action video game will debut an unprecedented 50 plus original songs performed by the biggest artists in West Coast rap including Westside Connection (Ice Cube, Mac 10, WC), E40, KAM, Caviar, Easy-E Jr., Lil ½ Dead, Bad Azz, Damizza, Young Billionaires, Sly Boogy, KoKain and Jay-O-Felony. Many of the tracks featured in the game have been themed around the gritty crime drama's action gameplay.

True Crime: Streets of L.A. also features licensed tracks from old school West Coast rappers such as Ice T and D.O.C., as well as contemporary hip-hop acts like N.E.R.D, providing a compelling backdrop to the game's no-holds-barred car chases, shootouts, on-foot pursuits and hand-to-hand combat.

In addition, Activision has partnered with Vybe Squad, LLC to develop a **True Crime: Streets of L.A.** double CD soundtrack that will showcase many of the original songs from the game. The soundtrack is scheduled for release this fall and will be distributed by Universal (UMVD).

"**True Crime: Streets of L.A.** represents the largest collection of original West Coast hip-hop music ever assembled," stated Chris Archer, executive producer, Activision Worldwide Studios. "The collision of the game's intense action with the pulse pounding sounds from the powerhouses of urban music will elevate video game soundtracks to a whole new standard."

"Vybe Squad is thrilled to have partnered with Activision to release what is sure to be one of the most extraordinary and innovative collections of hip-hop music," added Bright Riley, CEO, Vybe Squad. "This album marks the first time that the entire west coast is joining forces to create some of the hottest flows L.A. has to offer."

In **True Crime: Streets of L.A.**, players assume the role of rogue Elite Operations Division operative Nick Kang, a badass ex-cop, whose brutal reputation and lethal skills have landed him the nasty task of taking down the Chinese Triad and Russian Mafia cartel that has turned the City of Angels into a war zone. Take part in explosive gun battles with double fist-ed firepower, devastating martial arts brawls, and high-speed shootouts across 240 square miles of accurately recreated L.A. In car or on-foot, the unique branching missions include locating hostile witnesses, infiltrating criminal-invested locations, taking out evasive informants and busting the heavily armed and deadly bad guys.

True Crime: Streets of L.A. will be available this fall for the PlayStation®2 computer entertainment system, the Xbox® video game system from Microsoft and the Nintendo GameCube® and has been rated "M" ("Mature" - Blood and Gore, Mature Sexual Themes, Partial Nudity, Strong Language and Violence) by the ESRB.

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, 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.

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