



Activision's Medieval: Total War™ expands northwards with Viking Invasion? expansion pack

Santa Monica, CA - January 7, 2003 - Activision, Inc. (Nasdaq: ATVI) today announced an expansion pack for Medieval: Total War™, the critically acclaimed PC strategy game which was honored as the top PC game of all time by PC Gamer (UK). Developed by The Creative Assembly, Medieval: Total War - Viking Invasion™ turns the clock back to 790AD, when the Viking hordes descended from their Scandinavian strongholds to pillage their neighbors.

Medieval: Total War - Viking Invasion challenges players to control eight new factions, including the Vikings themselves, the Saxons, Scots, Irish, Welsh and Picts, and embark on a campaign to dominate the British Isles. With a wealth of new historical heroes, players can lead a range of new units into battle, including Viking Berserkers, Saxon Huscarles and Fyrdmen, while conducting sieges enhanced by the introduction of flaming arrows and boiling oil.

"Medieval: Total War"s mixture of epic battles, historical accuracy and brilliant design put the game in a class all its own," states Larry Goldberg, executive vice president, Activision Worldwide Studios. "Medieval: Total War - Viking Invasion adds to this incredibly formidable mix in what is sure to be one of the best expansion packs of the year."

"We felt the era of Nordic raiders offered the perfect opportunity to add new flavors to the Medieval: Total War experience," explains Tim Ansell, founder, owner and managing director of developer The Creative Assembly. "Players can now sweep west from Scandinavia to raid, pillage and conquer just as they did over 1200 years ago."

Medieval: Total War -- Viking Invasion introduces new features that will be welcomed by fans of the franchise. Players can now plan reinforcements and scout enemy formations before taking to the field from a new pre-battle screen. In addition, there will be new playable factions and a new heavy weapon in the shape of the fearsome Organ Gun. Medieval: Total War - Viking Invasion is slated for release in the Spring of 2003 and has yet to be rated by the ESRB .

For more information on Medieval: Total War™ visit the website at www.totalwar.com. For more information on The Creative Assembly visit the website at www.creative-assembly.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 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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