



Activision's New Pitfall®: The Lost Expedition™ Swings Into North American Retail Stores

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Santa Monica, CA - February 19, 2004 - It's time to swing into action as legendary explorer Pitfall Harry in Activision, Inc.'s (Nasdaq: ATVI) **Pitfall®: The Lost Expedition™**, the latest installment in the company's flagship *Pitfall®* franchise. Gamers will use Harry's wit, athleticism and a knapsack of adventure gear to conquer evil foes in more than 50 obstacle-filled levels set in the lush jungles, dark caverns, and ancient Incan ruins of the South American jungle. **Pitfall: The Lost Expedition** has been rated "E" (Everyone) by the ESRB and is available in North American retail stores for the PlayStation®2 computer entertainment system, the Xbox® video game system from Microsoft, and the Nintendo GameCube™ for a suggested retail price of \$39.99 and on the Game Boy® Advance for \$29.99.

"**Pitfall: The Lost Expedition** adds to the classic vine swinging and pit hopping gameplay that the Pitfall series is known for with highly detailed graphics, fast-paced action and unique interactive goals that will keep gamers on their toes," said Dave Stohl, vice president of Activision Studios. "The all-new adventure also introduces an element of strategy to the gameplay by allowing players to have 'direct control' of Harry's actions by using the analog stick to move his limbs. Whether its climbing glacial caverns with ice picks, paddling his raft across treacherous waters or fighting with enemies using a powerful sling shot, the power is in players' hands."

In **Pitfall: The Lost Expedition**, gamers embark on an adventure to rescue a lost expedition, stop a vengeful high priest, prevent an archrival from stealing treasures and help a princess fulfill her destiny. Players swing, fight, climb and crawl through more than 50 challenging levels set in unique environments from ancient ruins to treacherous mountain ranges where they must overcome obstacles, brave the elements and battle a host of enemies from scorpions, bats, and piranhas, to insects, natives, mercenaries, bush ninjas and monkeys.

Fast-paced transitions allow players to jump between adventure and puzzle levels and branching pathways give them the power to choose where to go next. As gamers progress through the game, they will have the ability to complete heroic feats, collect idols and redeem them for upgrades and compete in Native mini-games to hone their skills. With Total Havok's physics technology, objects like swaying vines and floating icebergs react to their environments in a highly detailed and realistic manner. As an added bonus, the original Atari® 2600 versions of *Pitfall!®* and *Pitfall 2* are unlockable as players make their way through the game.

[BradyGames' Pitfall: The Lost Expedition Official Strategy Guide](#) is available at electronics, book, and software retailers nationwide, and online at bradygames.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.

About Xbox

Xbox (<http://www.xbox.com>) is the video game system from Microsoft that brings people together for the most exhilarating game and entertainment experiences. Xbox delivers an expansive collection of breakthrough games, powerful hardware and the unified Xbox Live online service. The new tagline, "it's good to play together," captures the spirit of Xbox as the social hub of the new digital entertainment lifestyle. Xbox is now available in North America, Asia, Europe and Australia.

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