



Activision To Release Call Of Duty October 29

Santa Monica, CA – Oct. 14, 2003 – Activision, Inc. (Nasdaq: ATVI) has confirmed October 29 as the release date for **Call of Duty™** to invade retail outlets nationwide. The highly anticipated, first-person, WWII action game is set for an all-out assault on fans everywhere, having already received critical acclaim from PC Gamer with an “Editor’s Choice” award and a score of 93 in the December issue. Developed by Infinity Ward, **Call of Duty** for the PC is rated “T” (TEEN – blood and violence) by the ESRB.

Delivering the cinematic intensity and chaos of battle, **Call of Duty** thrusts players to the front lines of combat, as ordinary soldiers fighting together as part of a squad through the epic moments of WWII. **Call of Duty** enables players to see the war from multiple perspectives, fighting as American, British and Russian soldiers through 24 epic single player missions, and delivers intense team-based, Axis vs. Allies multiplayer warfare for up to 32 battle-tested soldiers. The title was created by Infinity Ward, which is comprised of over 20 individuals who developed *Medal of Honor: Allied Assault*, including all the production leads.

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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