



## Activision's Tony Hawk's Underground And True Crime™ Streets Of L.A.™ Honored At G4techTV's G-Phoria Awards

Santa Monica, CA - August 3, 2004 -- Activision, Inc. (Nasdaq: ATVI) announced today that its best-selling games, **Tony Hawk's Underground** and **True Crime™: Streets of L.A.™** were honored with awards at G4techTV's second annual "G-Phoria - The Award Show 4 Gamers," held Saturday night at the Shrine Exposition Center in Los Angeles.

**Tony Hawk's Underground** received accolades for its innovations in the action sports genre, earning an award for "Best Alt Sports Game" and an award for "Best Soundtrack." **True Crime: Streets of L.A.** received the award for "Best Easter Egg" as a nod to its skillful integration of allowing players to roam the streets of L.A. as Snoop Dogg.

"We were honored to receive so many nominations at G-Phoria - 11 in all - and would like to thank both G4techTV and fans of our games for recognizing our dedication to providing quality entertainment," said Kathy Vrabeck, president, Activision Publishing, Inc. "These awards stand as a testament to the talent and commitment of our hard-working teams at Neversoft and Luxoflux."

"G-Phoria - The Award Show 4 Gamers" will premiere on G4techTV on Friday, August 6 at 8:00 PM ET/5:00 PM PT, with the pre-show broadcast starting at 7:30 PM ET/4:30 PM PT.

Formed by the May 2004 merger of G4 and TechTV, G4techTV is the one and only 24-hour television network that is plugged into every dimension of games, gear, gadgets and gigabytes. Available to 44 million cable and satellite homes nationwide, G4techTV airs 24 original series. To learn more log onto [www.g4techtv.com](http://www.g4techtv.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 \$948 million for the fiscal year ended March 31, 2004.

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](http://www.activision.com).

The statements made in this press release that are not historical facts are "forward-looking statements". These forward-looking statements are based on current expectations and assumptions that are subject to risks and uncertainties. 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. Such factors include, without limitation, product delays, retail acceptance of our products, industry competition, rapid changes in technology and industry standards, protection of proprietary rights, maintenance of relationships with key personnel, vendors and third-party developers, international economic and political conditions, integration of recently acquired subsidiaries and identification of suitable future acquisition opportunities. These important factors and other factors that potentially could affect the Company's financial results are described in our filings with the Securities and Exchange Commission, including the Company's most recent Annual report on Form 10-K and Quarterly Report on Form 10-Q. Readers of this press release are referred to such filings. The Company may change its intention, belief or expectation, at any time and without notice, based upon any changes in such factors, in the Company's assumptions or otherwise. The Company undertakes no obligation to release publicly any revisions to any forward-looking statements to reflect events or circumstances after the date hereof or to reflect the occurrence of unanticipated events.